

The Analysis of Attitudes and Preferences of Croatian Voters – 2nd wave

Prepared for:	USAID
Prepared by:	Puls – Marija Brajdić Vuković & Dragan Bagić
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puls|||||

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- How do citizens view the coalition Government?
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- What do citizens think are the main priorities?

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ugh personal interview method in respondent's

sample of 2,000 Croatian citizens above the age of 18.

resentation by electoral unit and settlement size) random

ieved through several steps:

certain size

andom walk method (interviewer enters each household on the right
nt)

n-household respondents

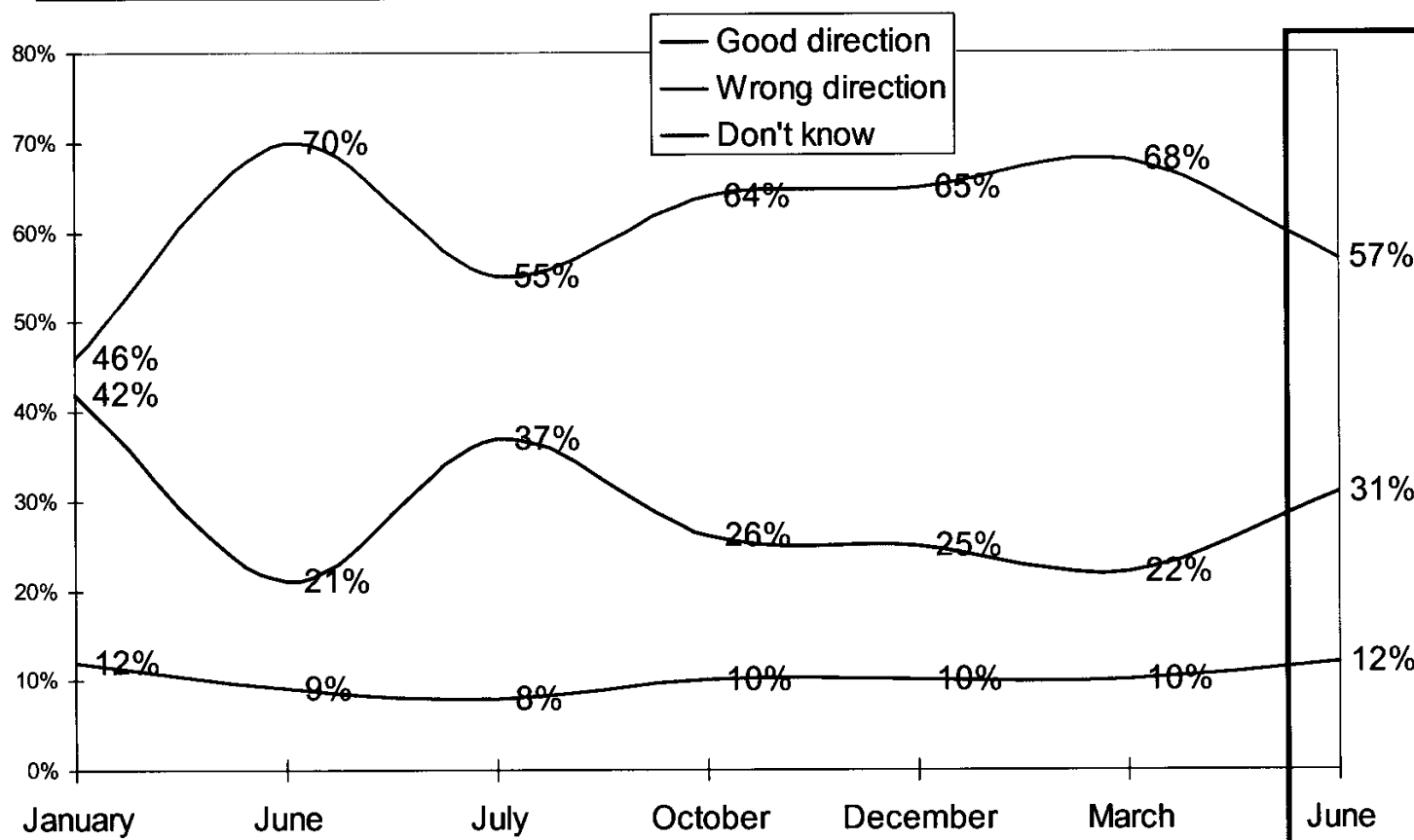
he population are weighted

ween June 02-20, 2003.

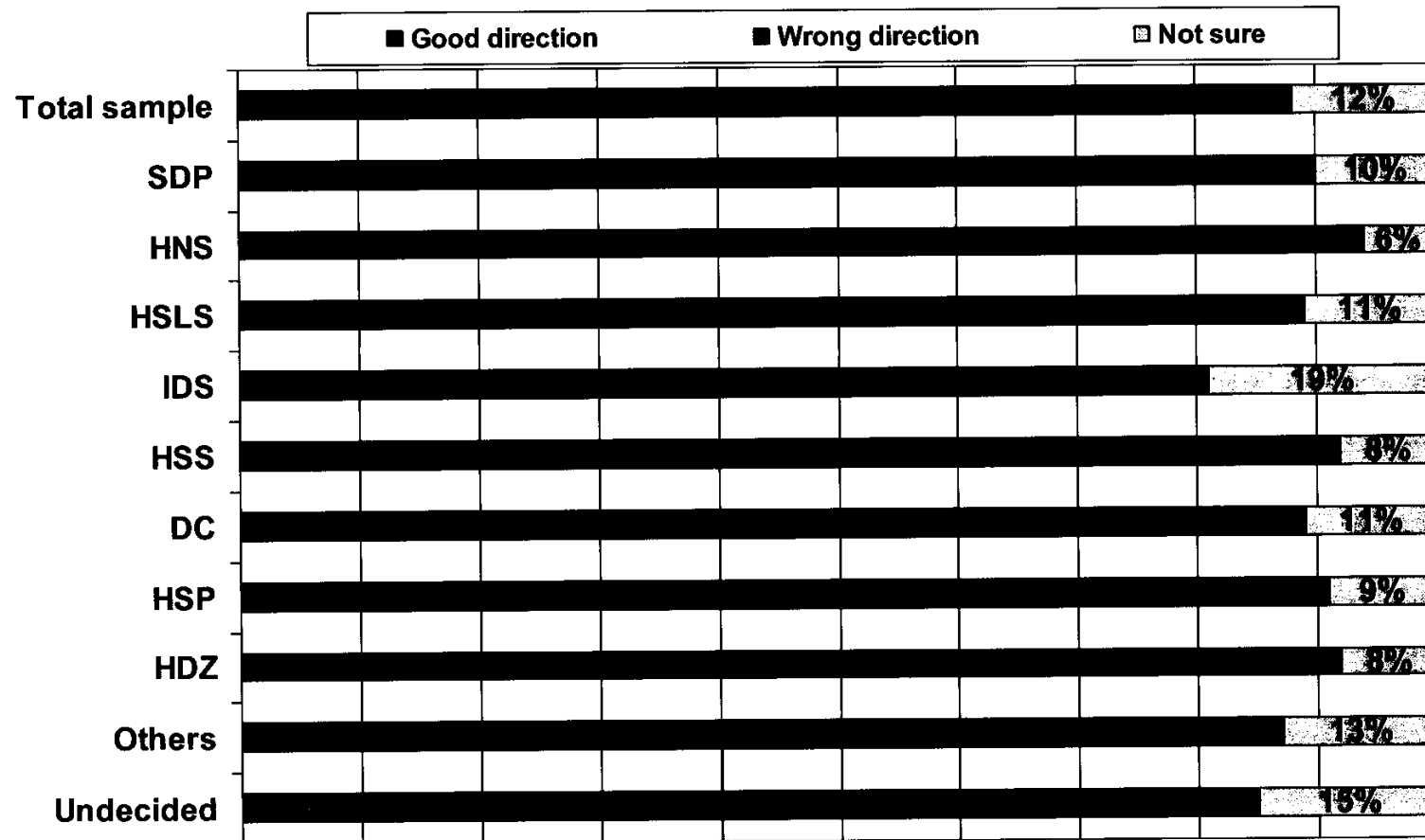
n the research

“Good–bad direction” – years 2002 and 2003

Do you think that things in Croatia are moving in the right or wrong direction?



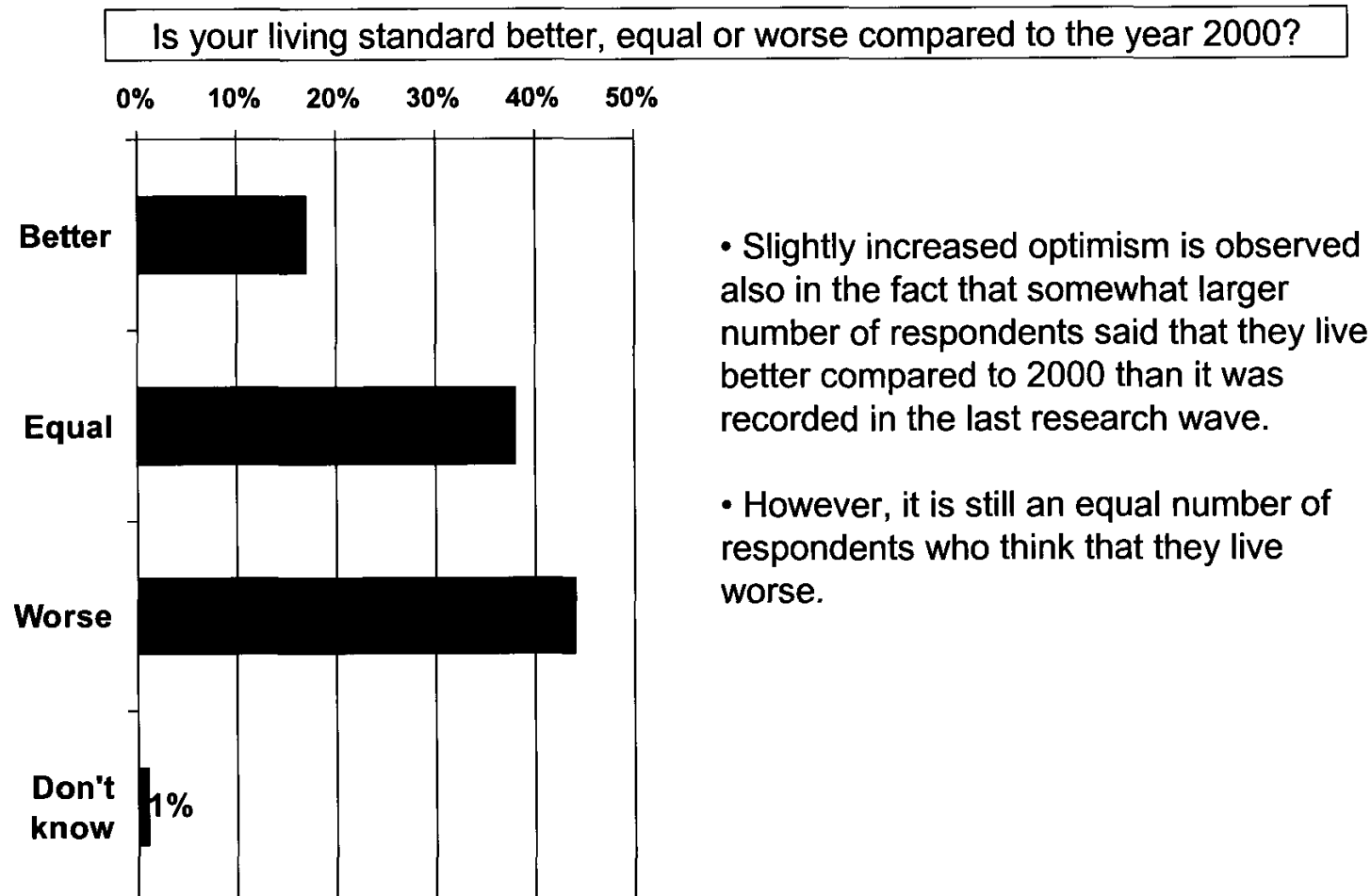
“Good—wrong direction” – by political party preference



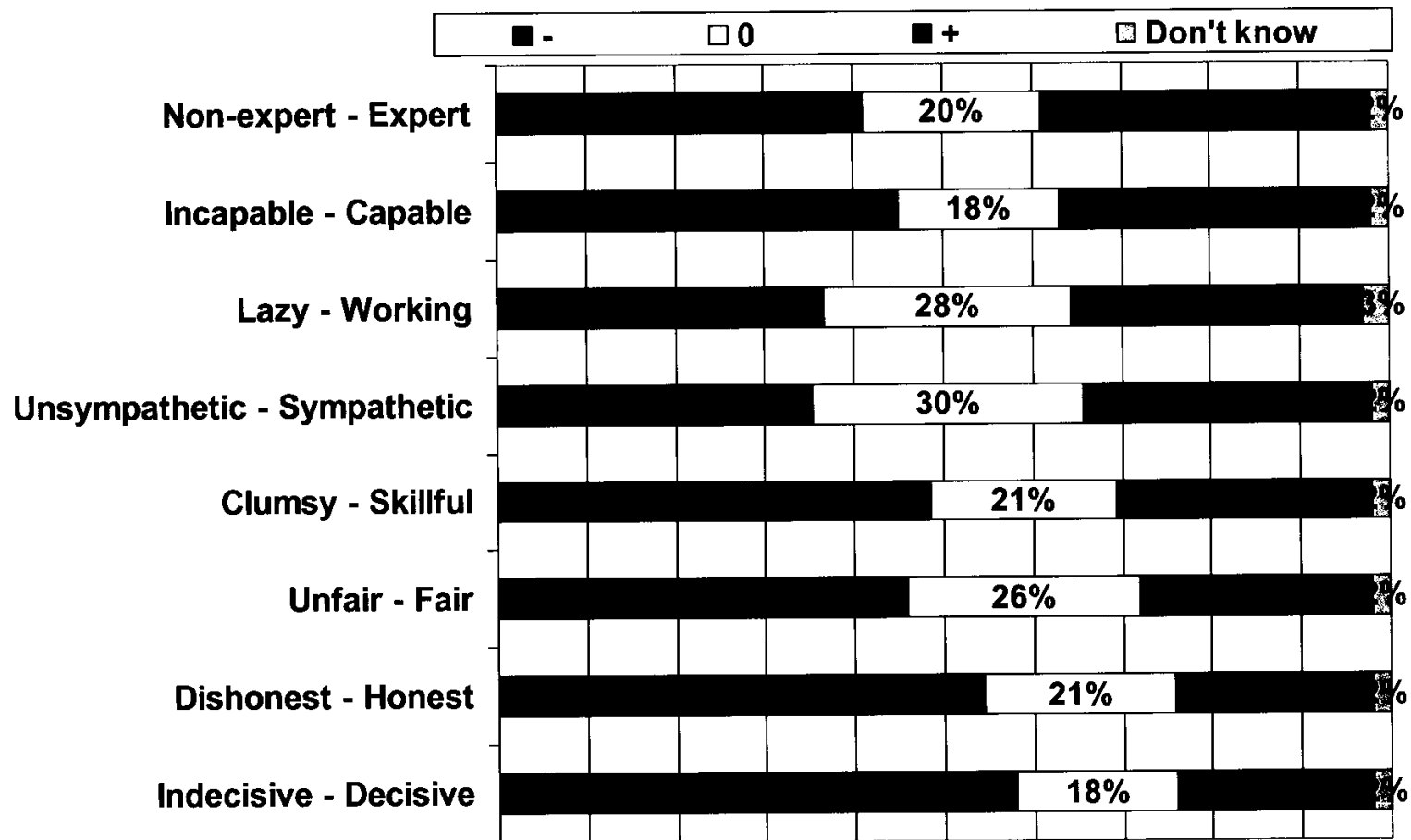
“Good–wrong direction” – Conclusions

- It seems that an increase of optimism in general terms is being observed: a higher percentage point of citizens thinks that things in Croatia are currently going in good direction.
- The optimism has risen in voters of all parties, regardless of ruling or opposition parties.
- The highest growth in optimism is recorded in opposition voters (DC and HDZ) and HSS.
- The most optimistic are citizens of Istria and Primorje, and Zagreb and its surroundings and Dalmatia, and the most pessimistic the Slavonian population.

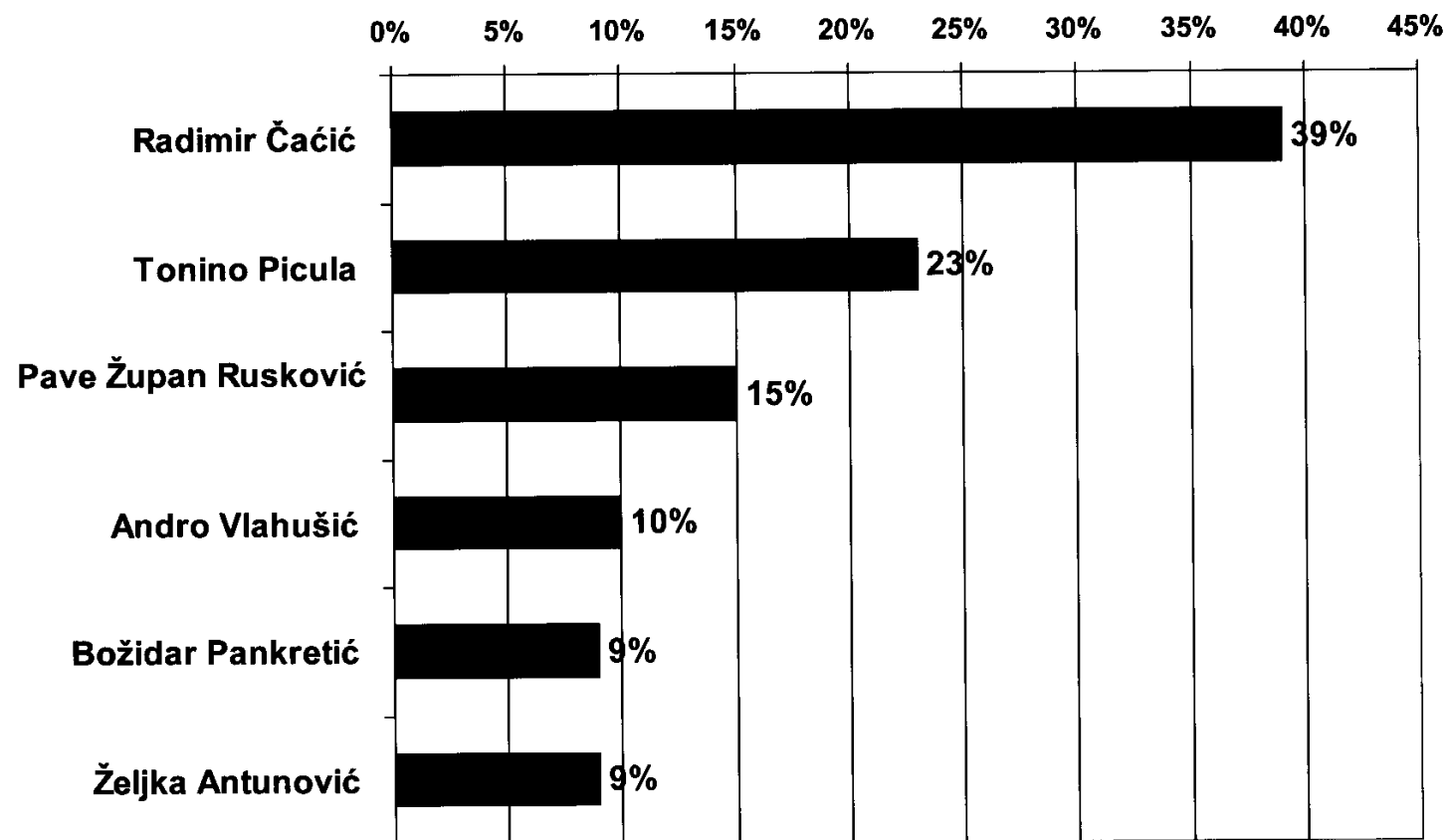
Evaluation of improvement of the living standard



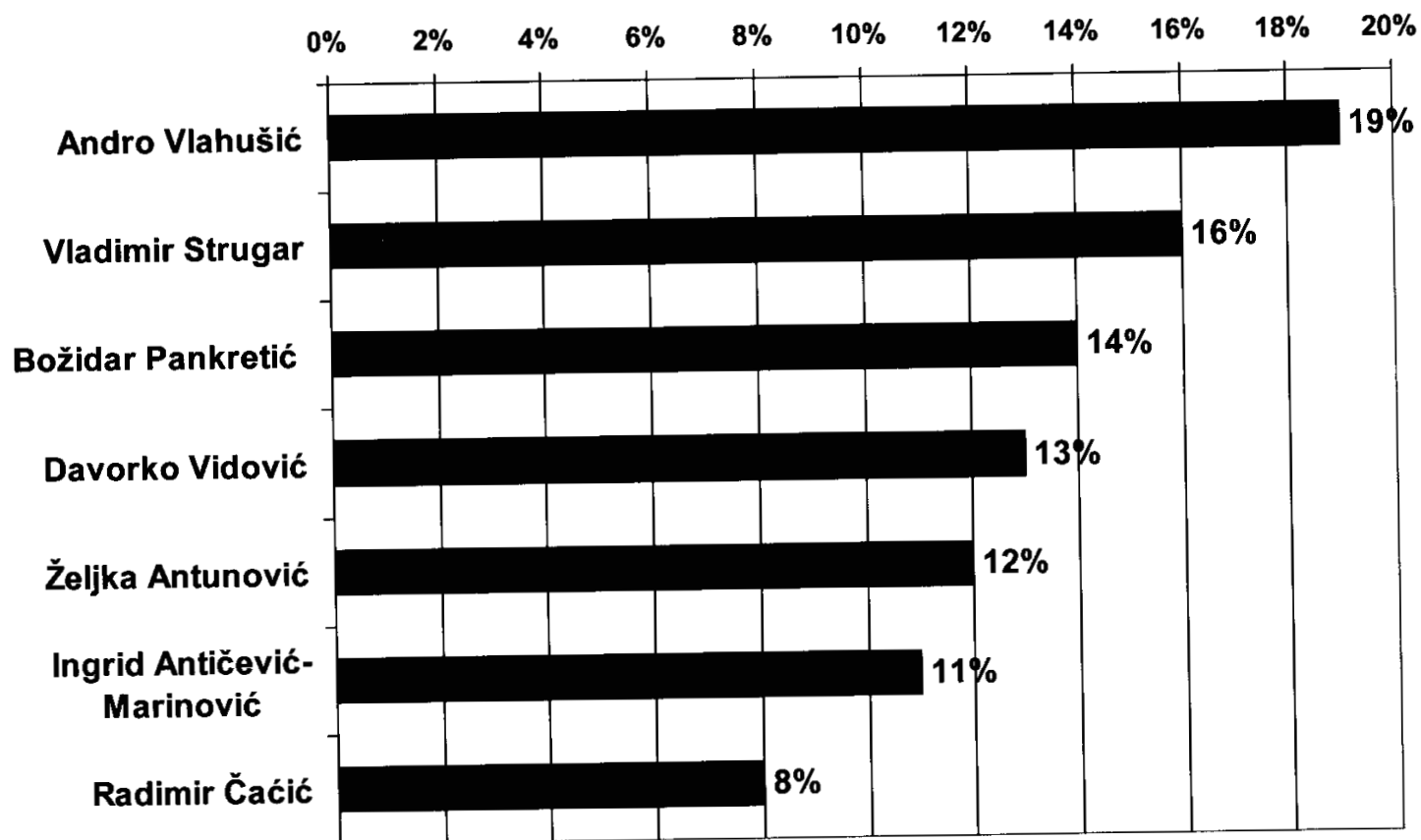
Characteristics of the coalition Government



The most successful ministers in the past year

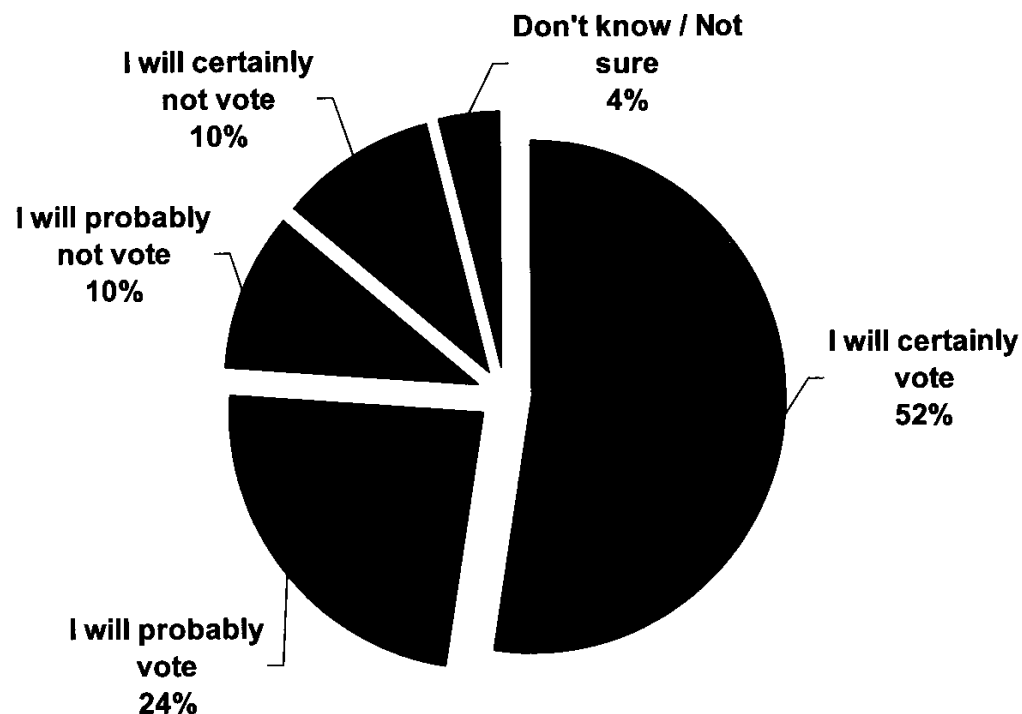


The least successful ministers in the past year



Interest in voting

How likely is it that you will vote at the next parliamentary elections?



Voters are still not very interested in voting.

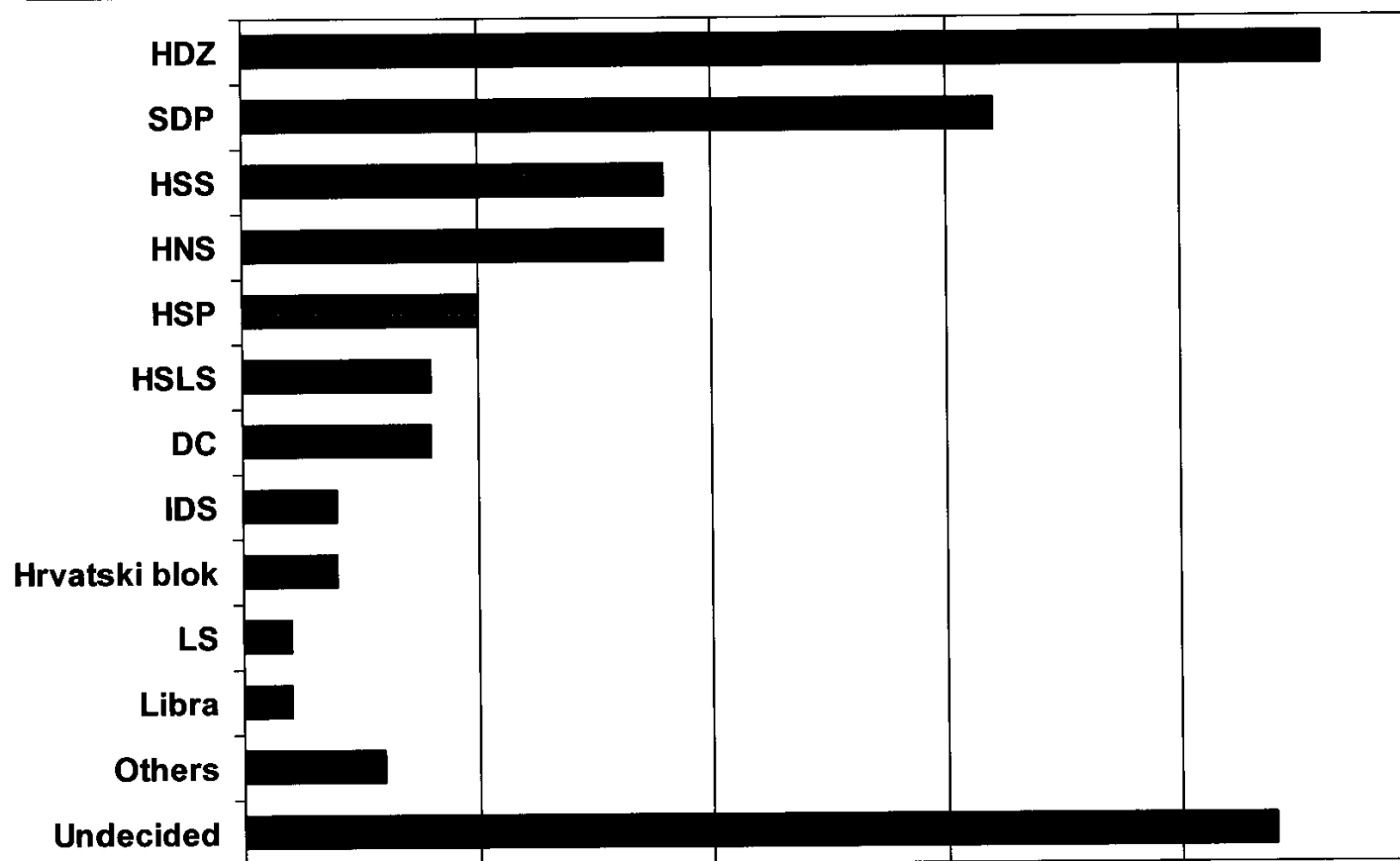
Interest shown for the forthcoming elections is somewhat below the one for the past parliamentary elections when, in surveys, as many as 90% of respondents expressed intention to vote.

Thus we may expect lower turnout than for the past elections.

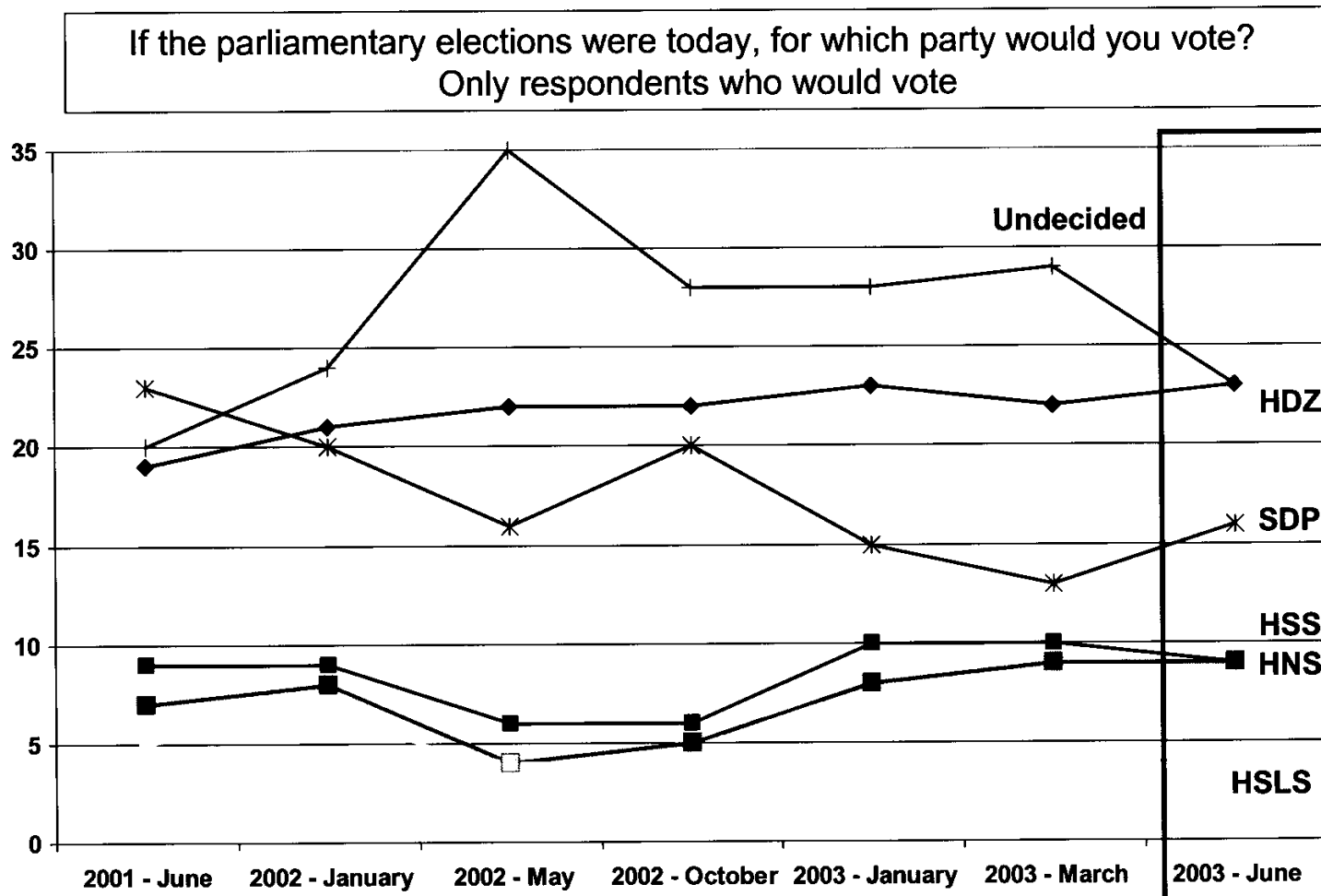
Lesser interest in elections was confirmed also in focus group discussions

Rating of political parties

If the Croatian parliamentary elections were today, for which party would you vote?
Only respondents who would vote

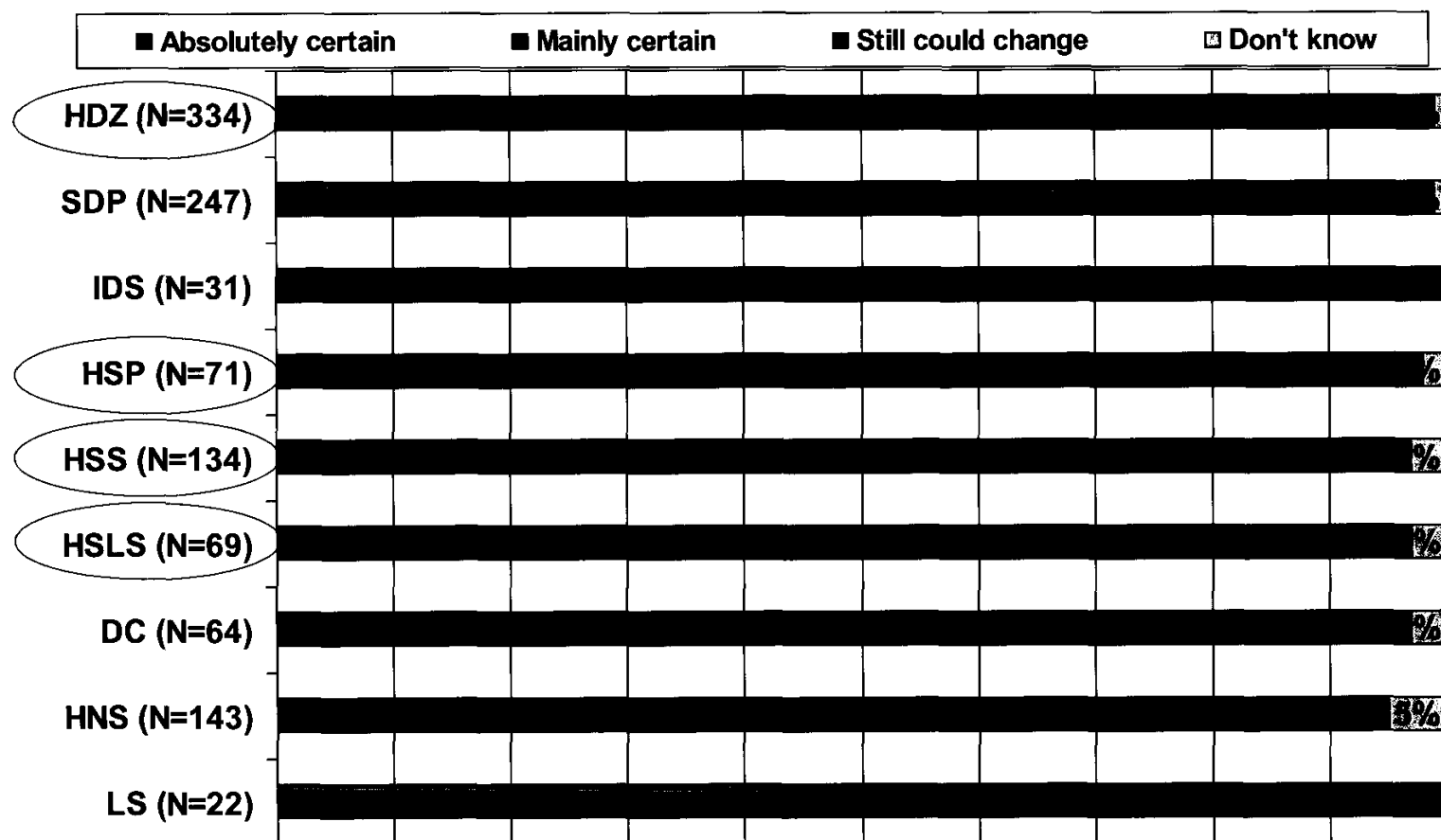


Rating of political parties - trend

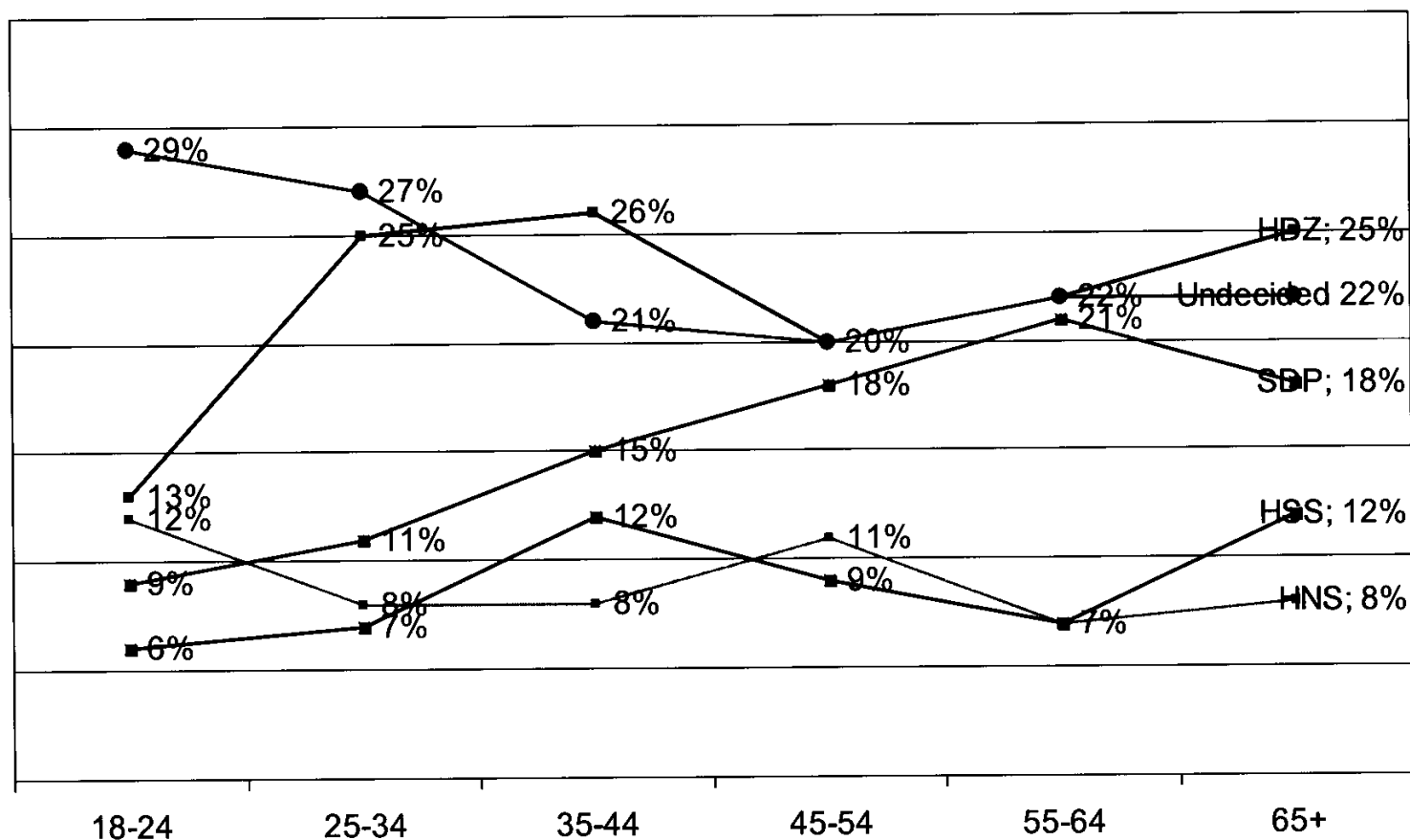


Certainty of party votes

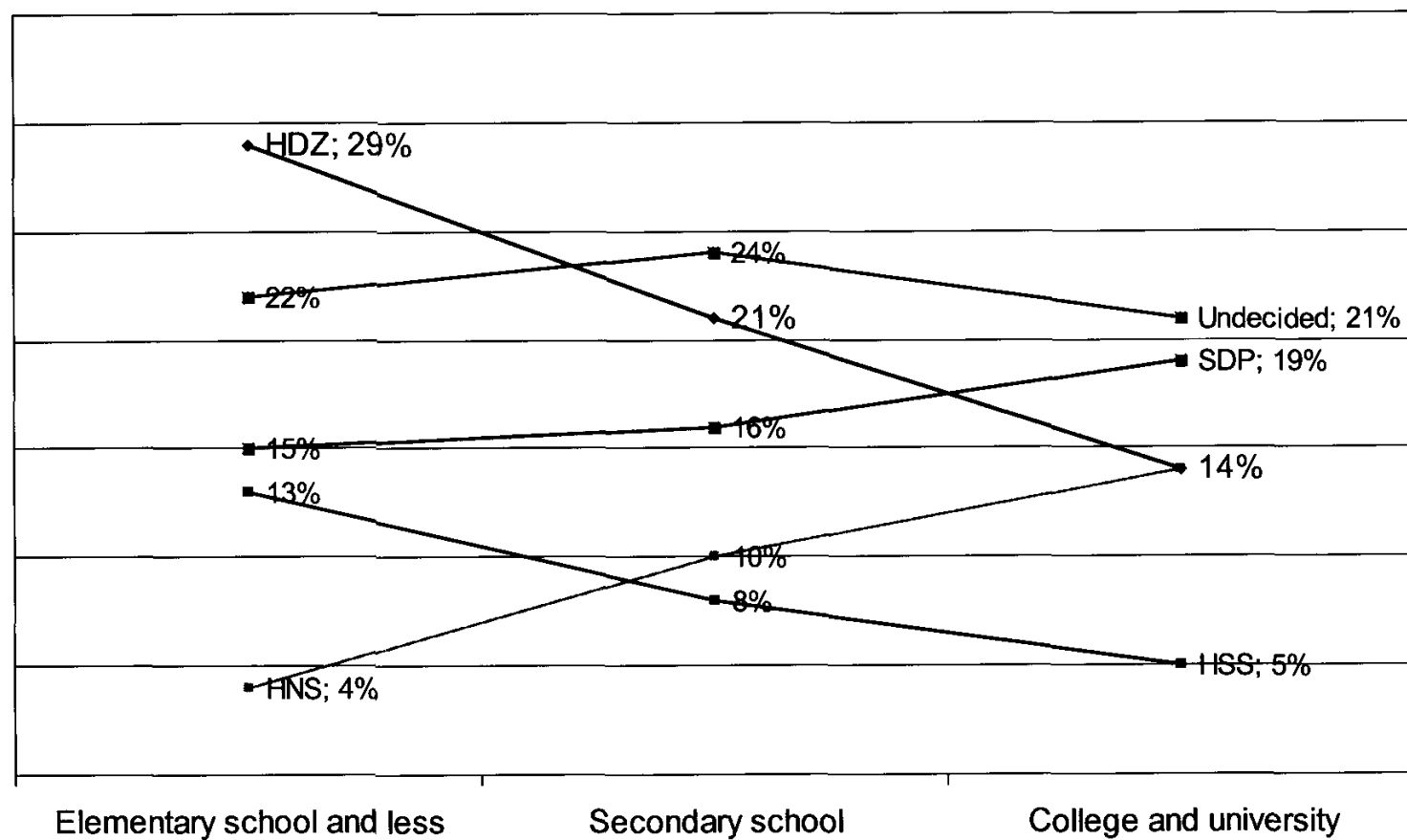
How certain are you about voting for the party you indicated?



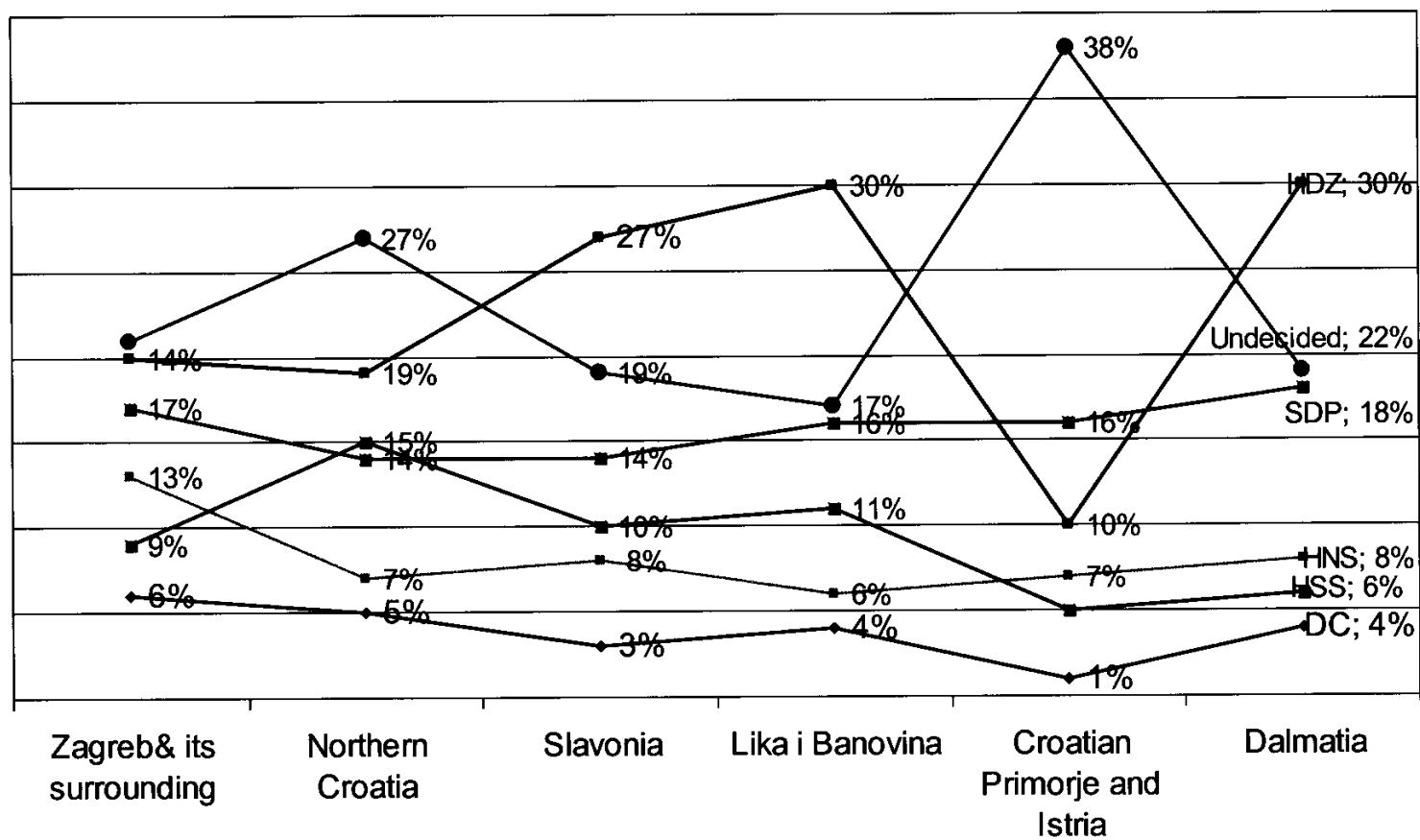
Political party rating by age groups



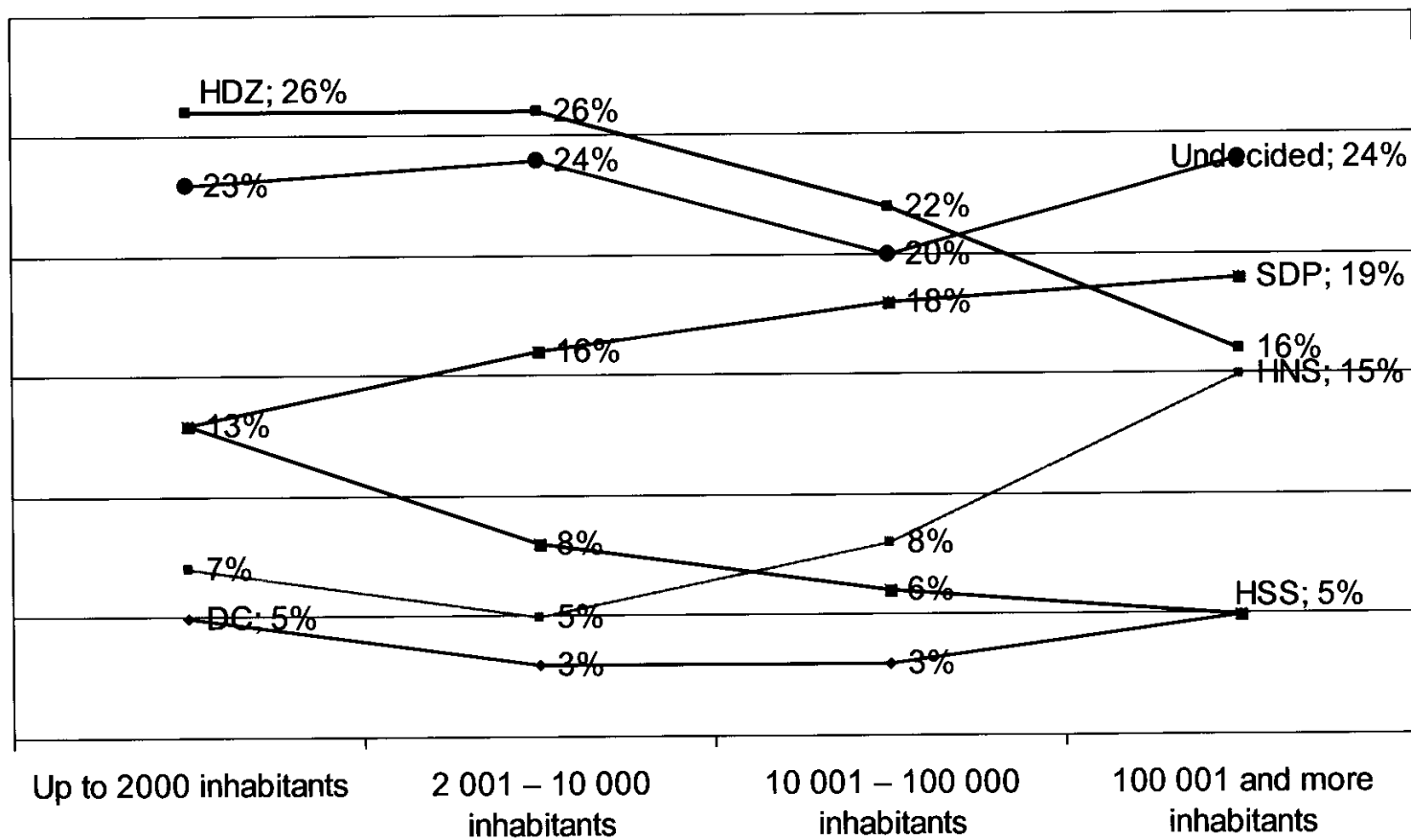
Political party rating by education



Political party rating by regions



Political party rating by settlement size

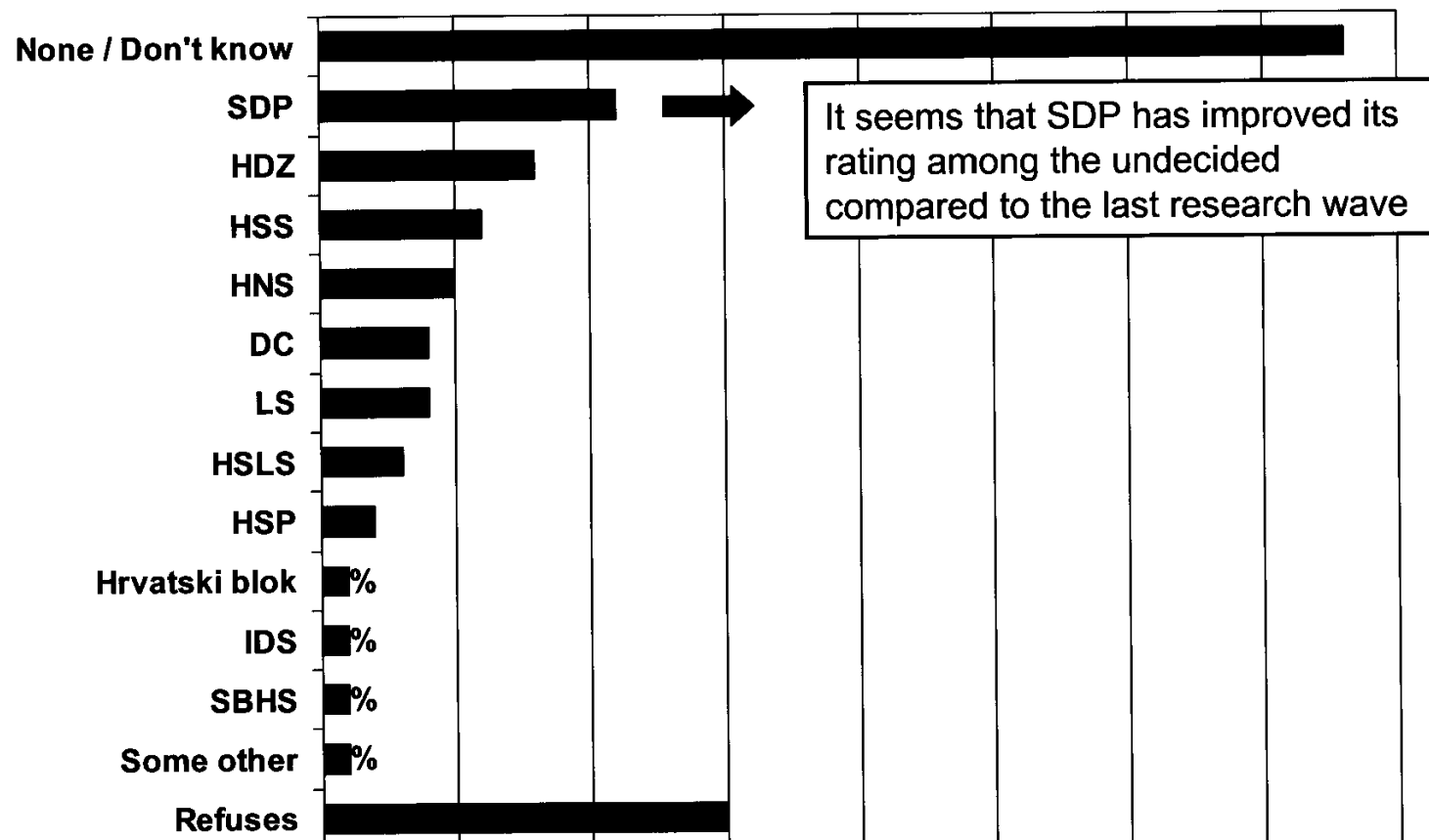


Preferences of undecided voters

Which party do they sympathize the most?

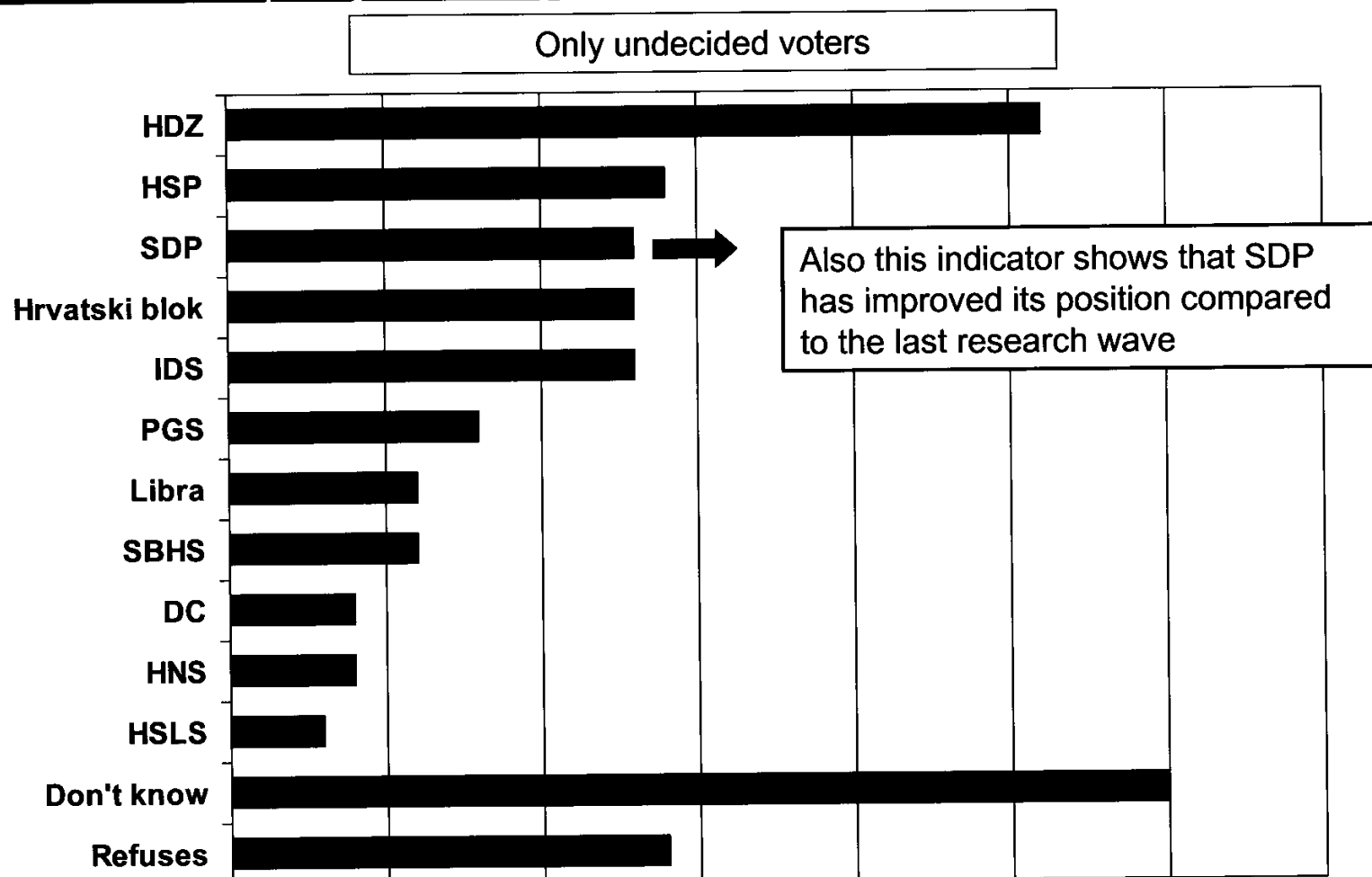
About which party do you have the most positive opinion?

Only indecisive voters

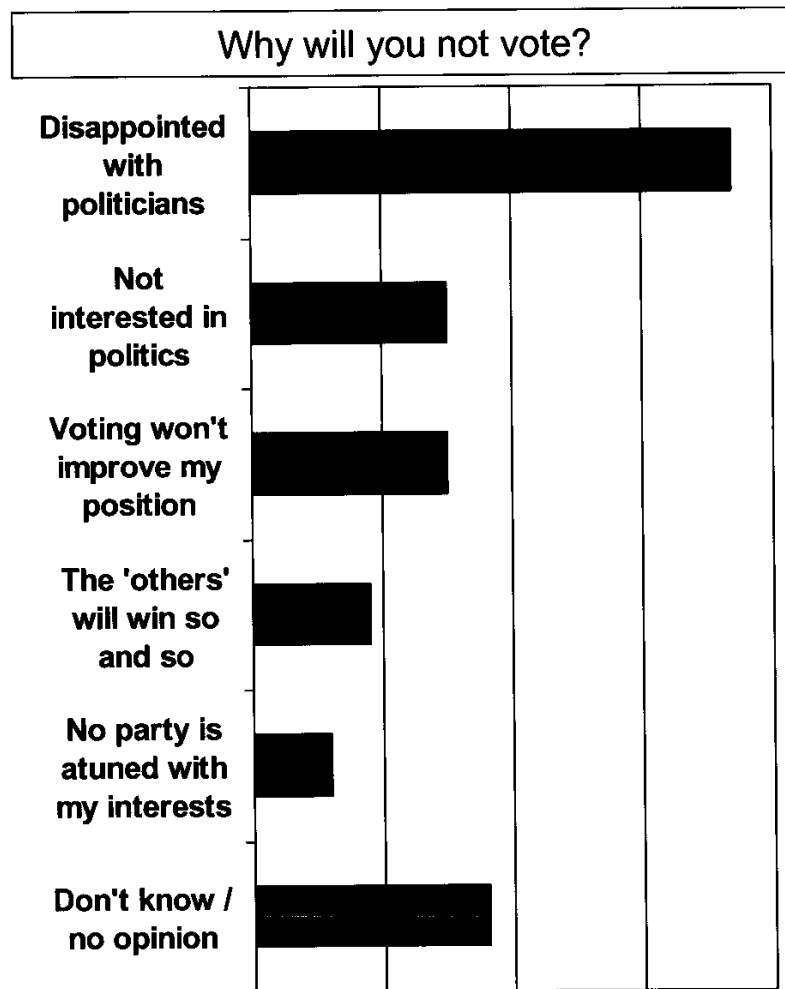


Preferences of undecided voters

For which party would you never vote?

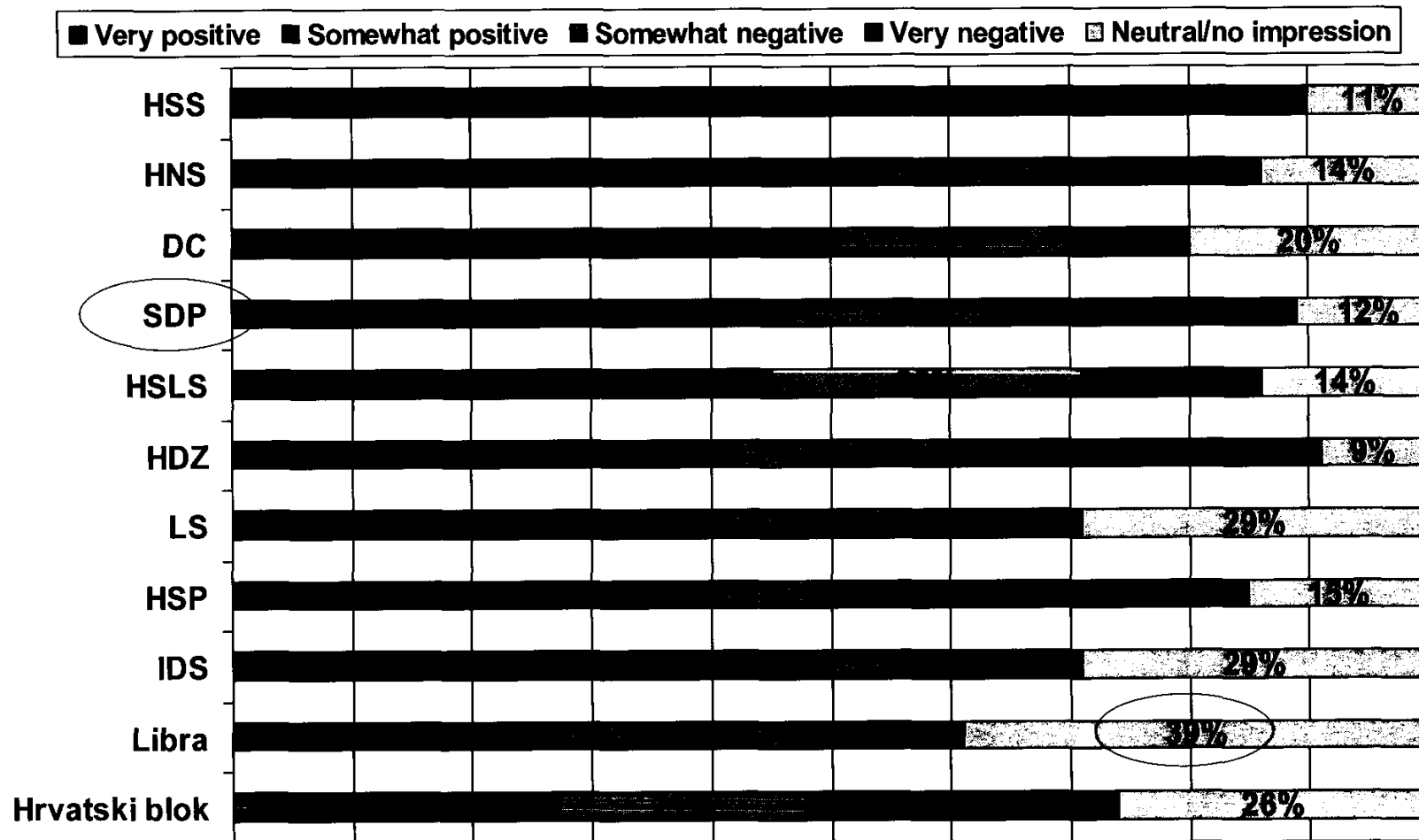


Who are people who would not vote?

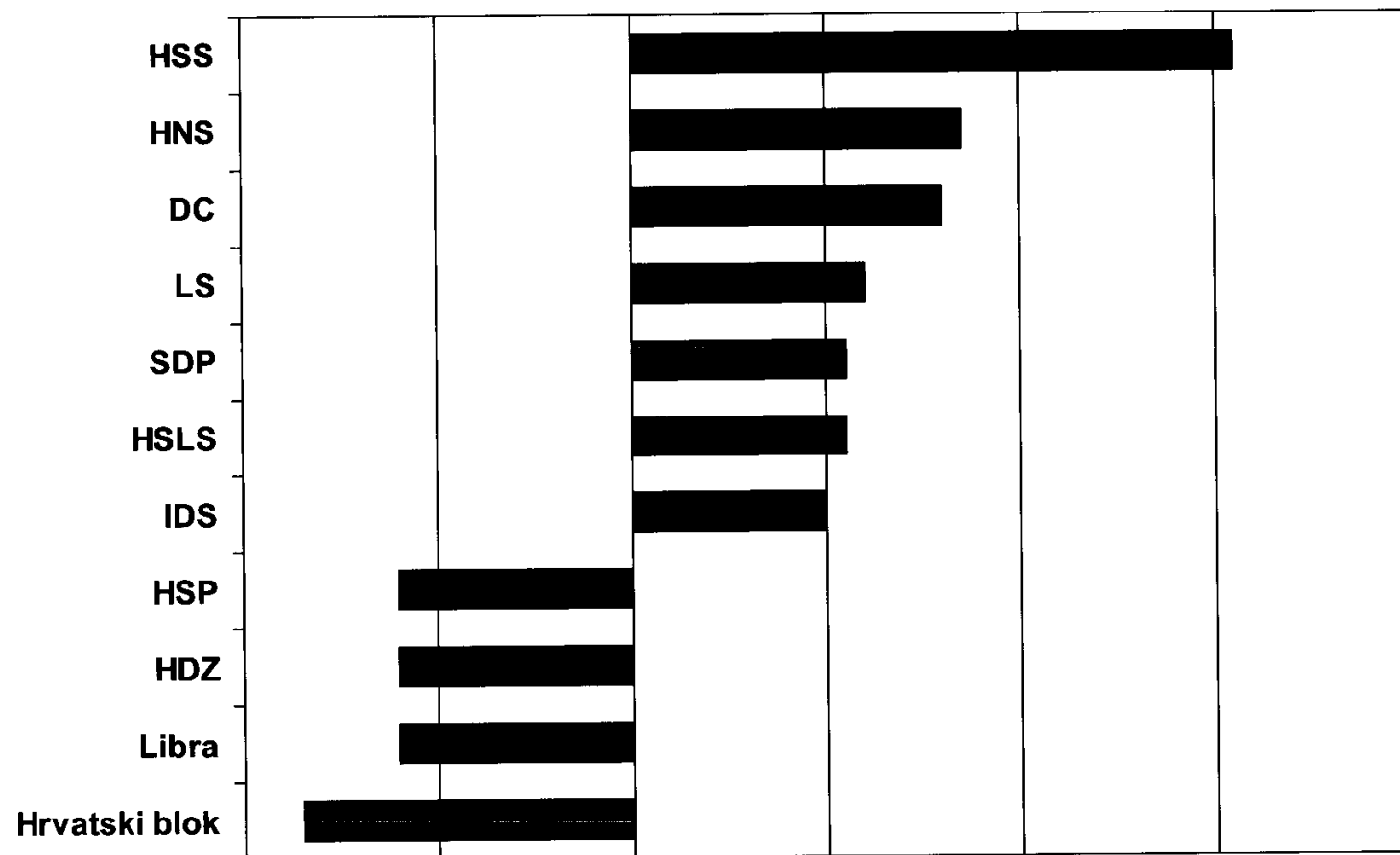


- Now a somewhat smaller percentage point of people not voting mentions disappointment with politicians - which came probably as a consequence to generally increased index of optimism.

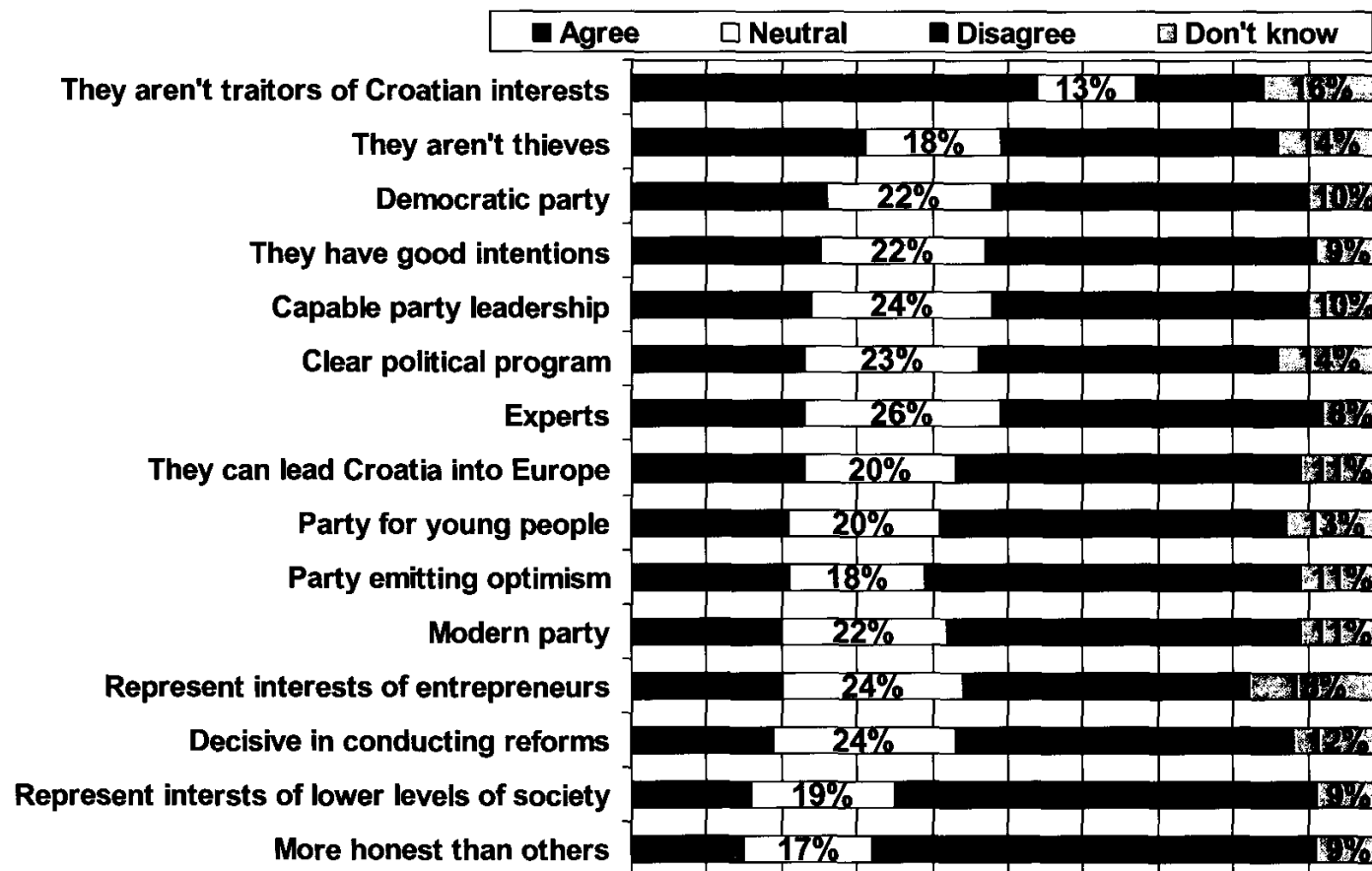
What is your impression about each of the parties?



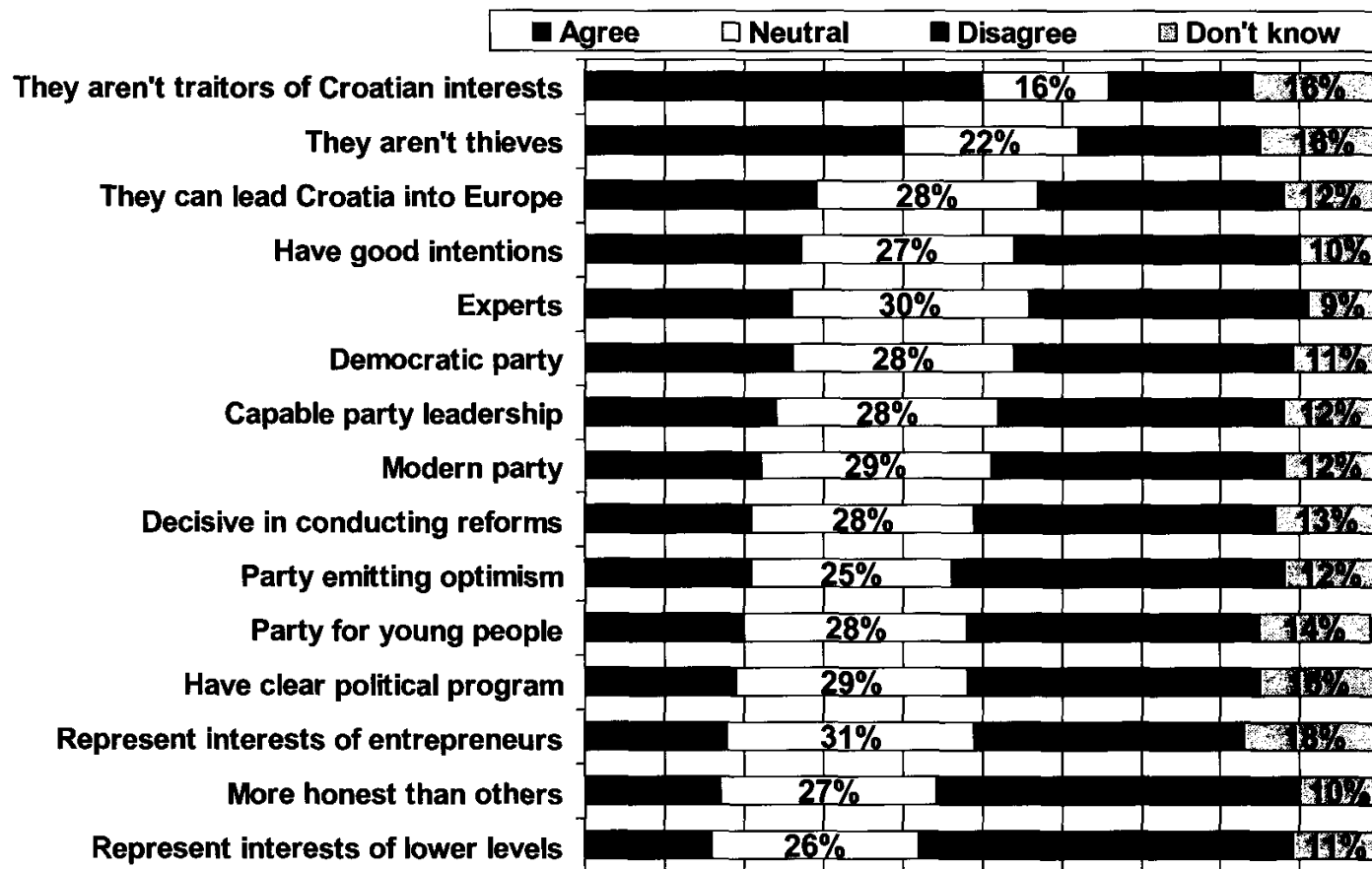
Ratio between positive and negative impressions



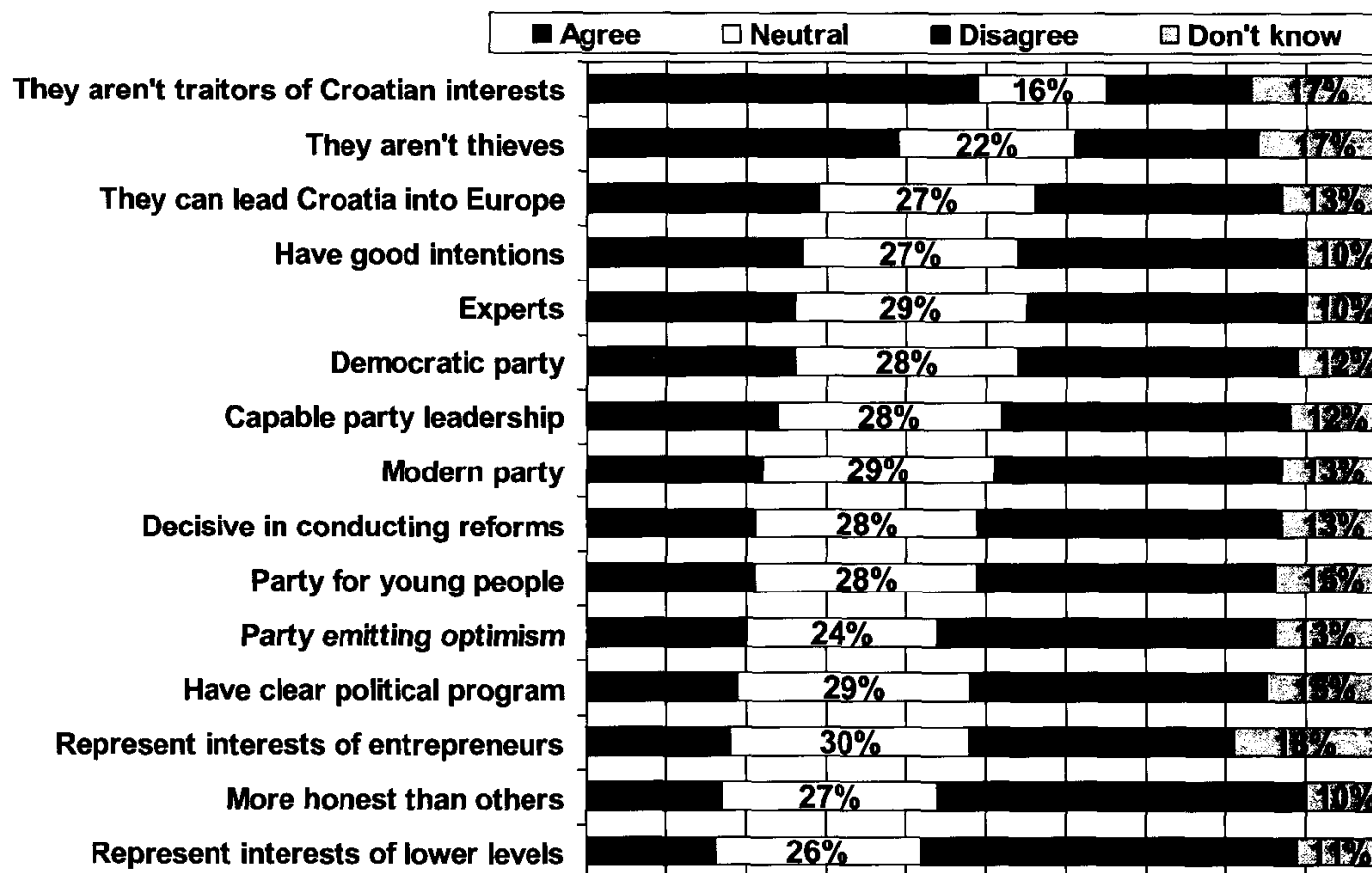
Attributes that respondents link to HDZ



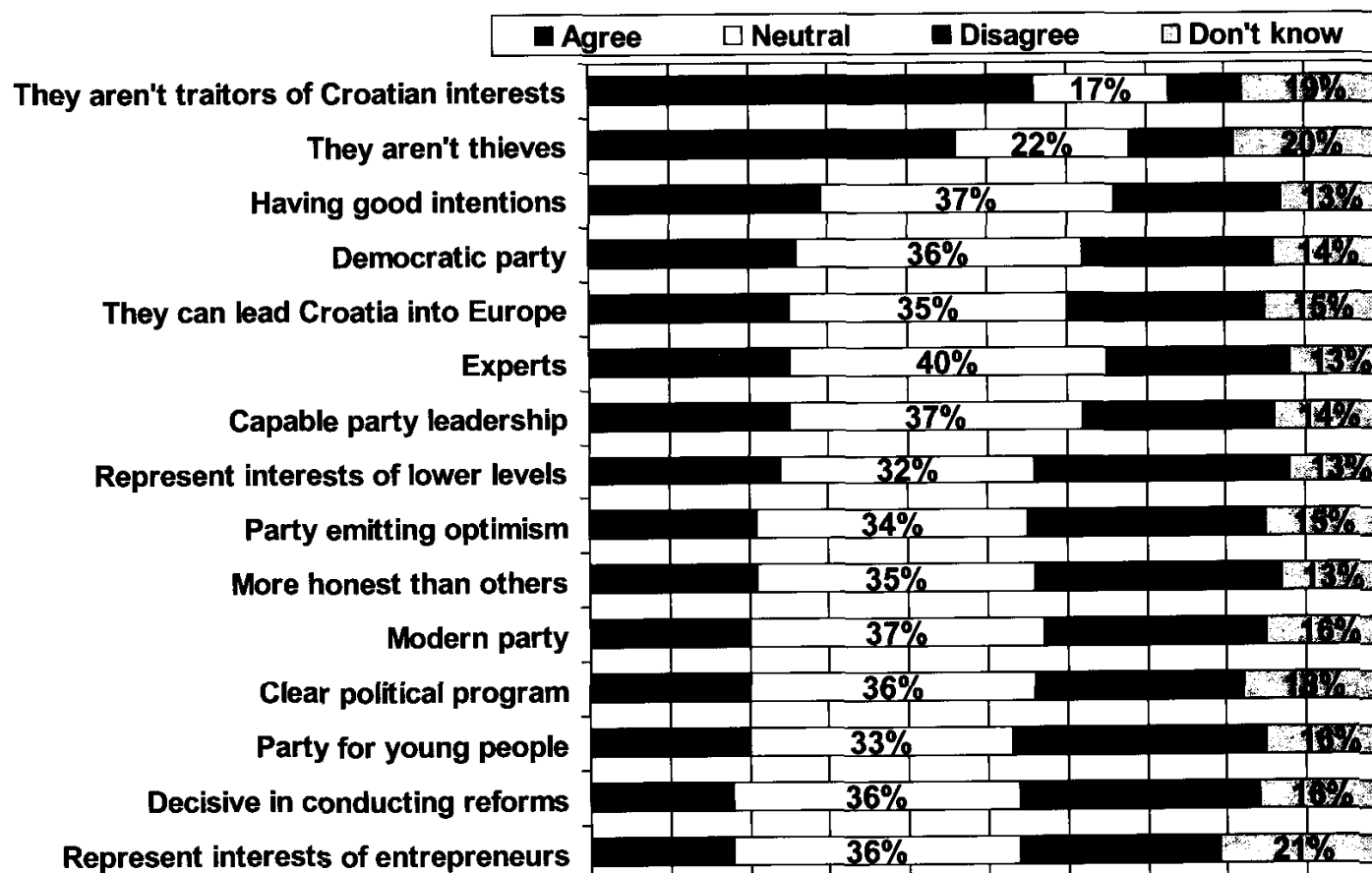
Attributes that respondents link to HNS



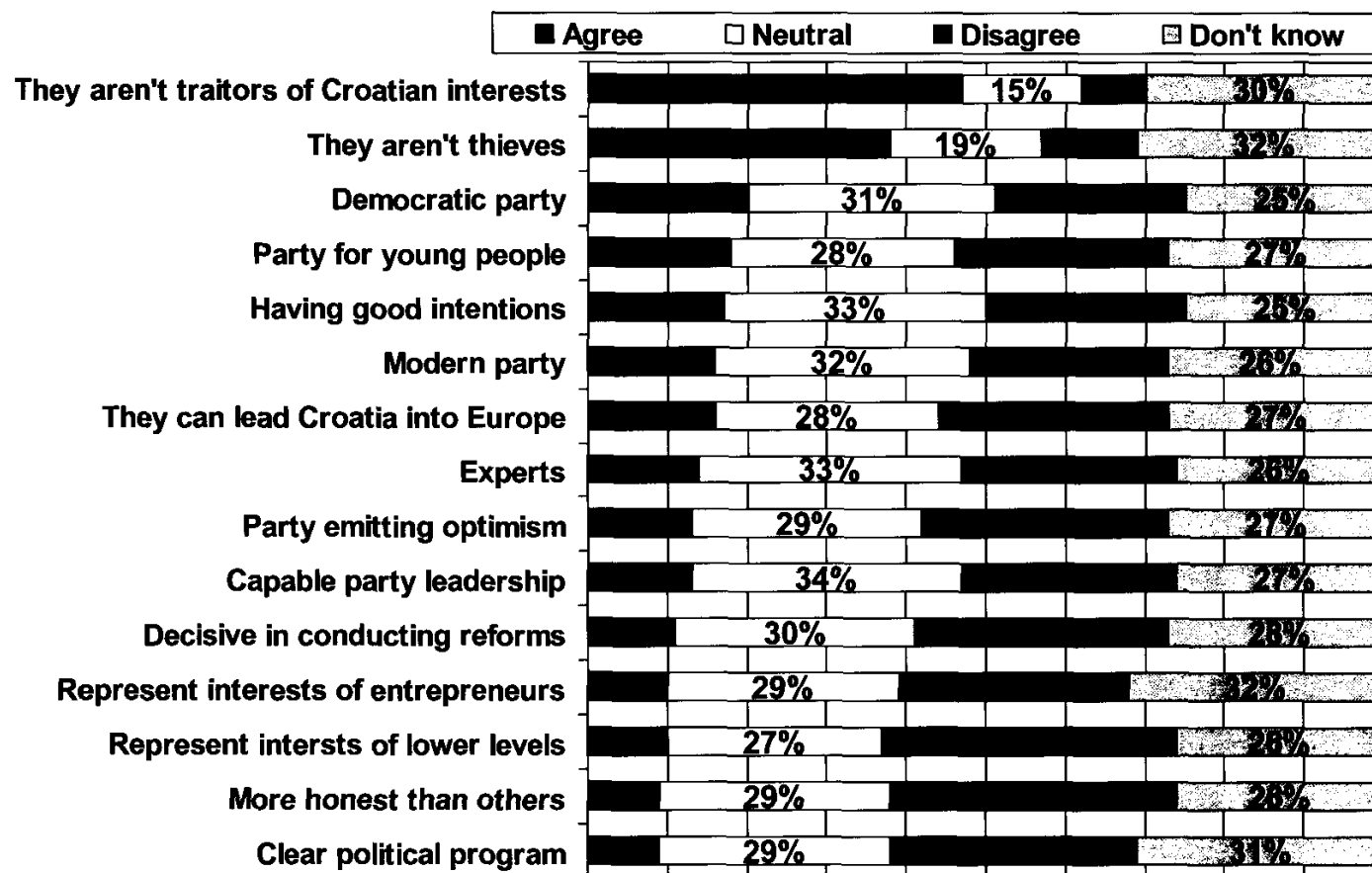
Attributes that respondents link to SDP



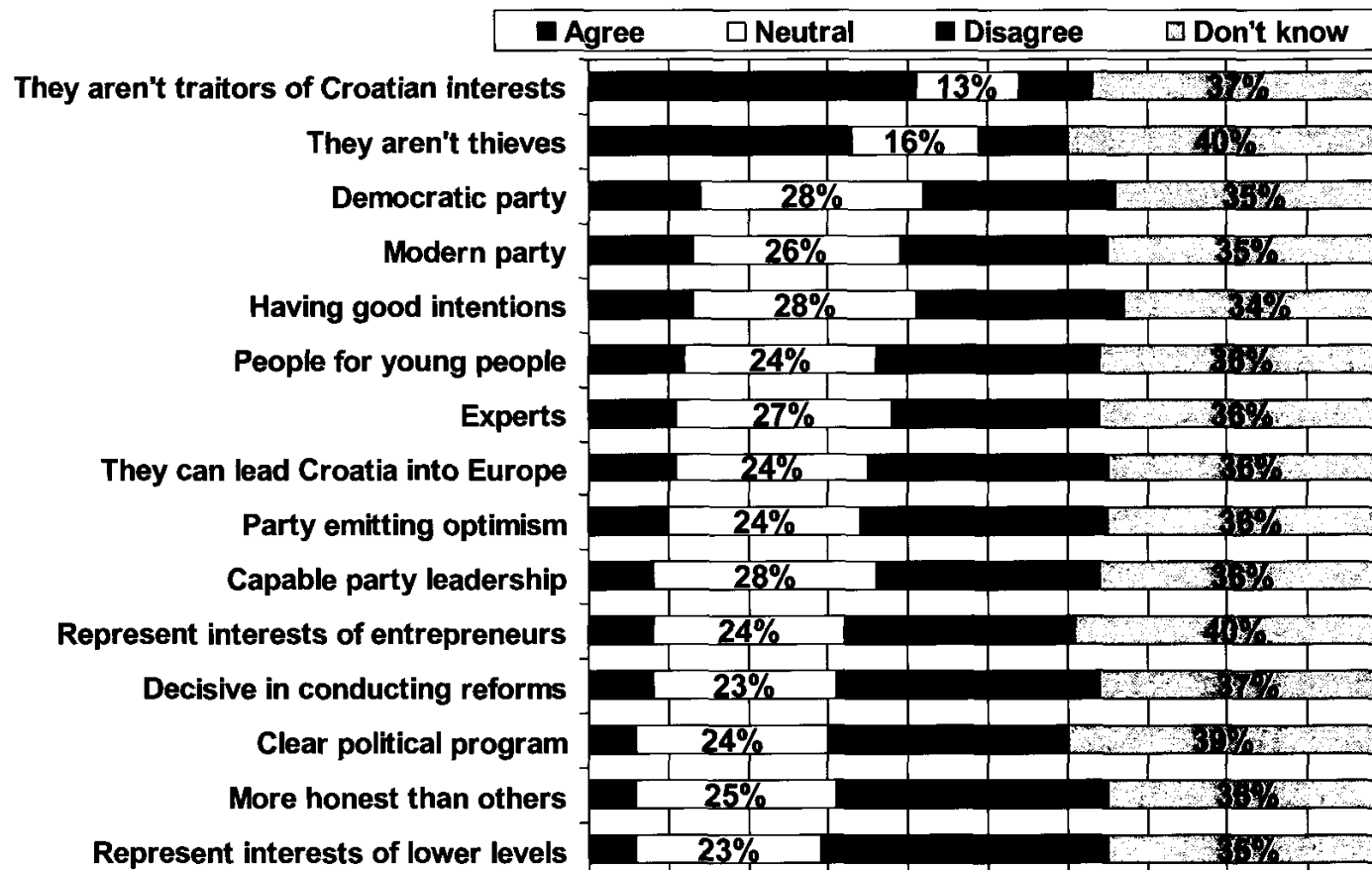
Attributes that respondents link to HSS



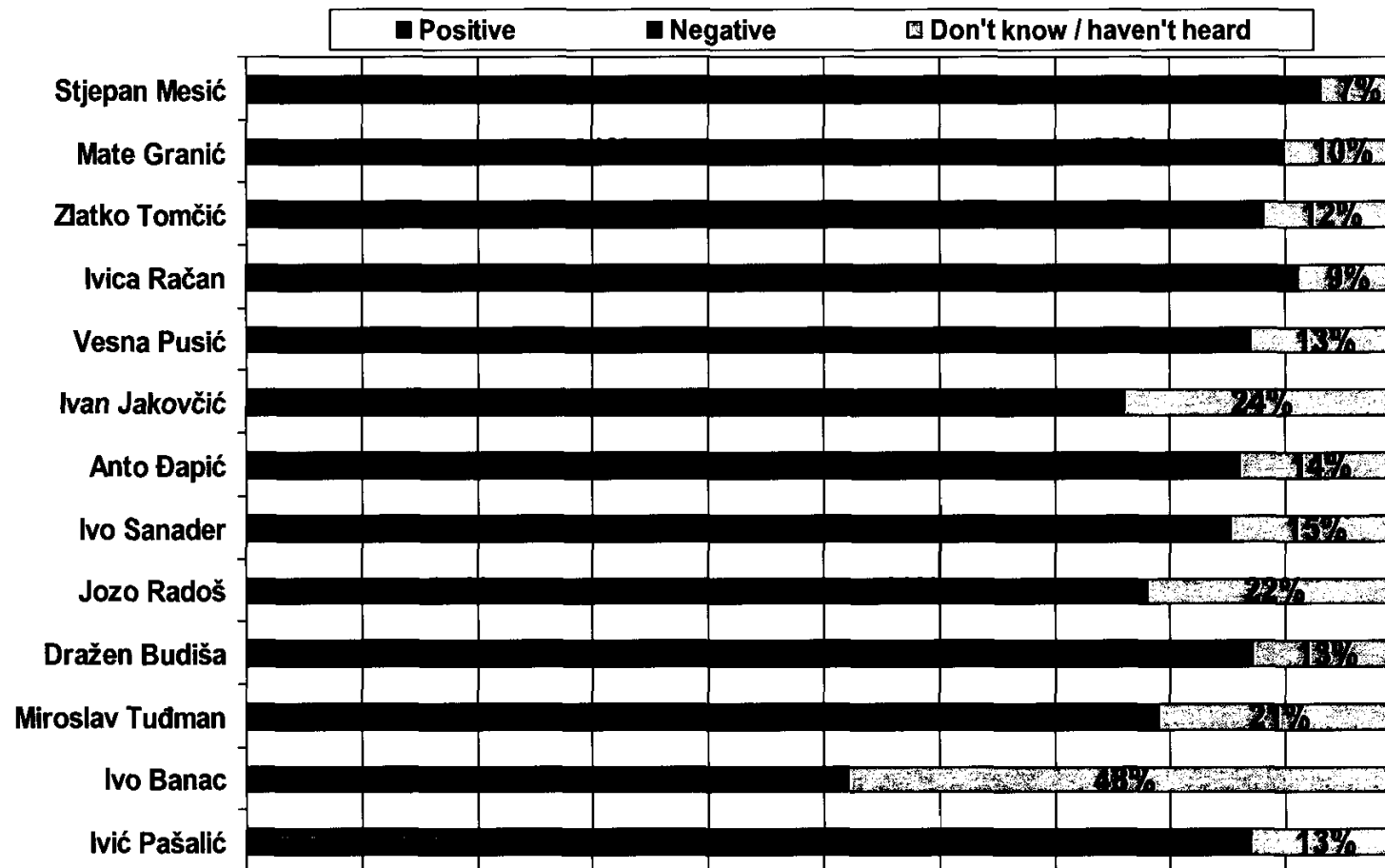
Attributes that respondents link to LS



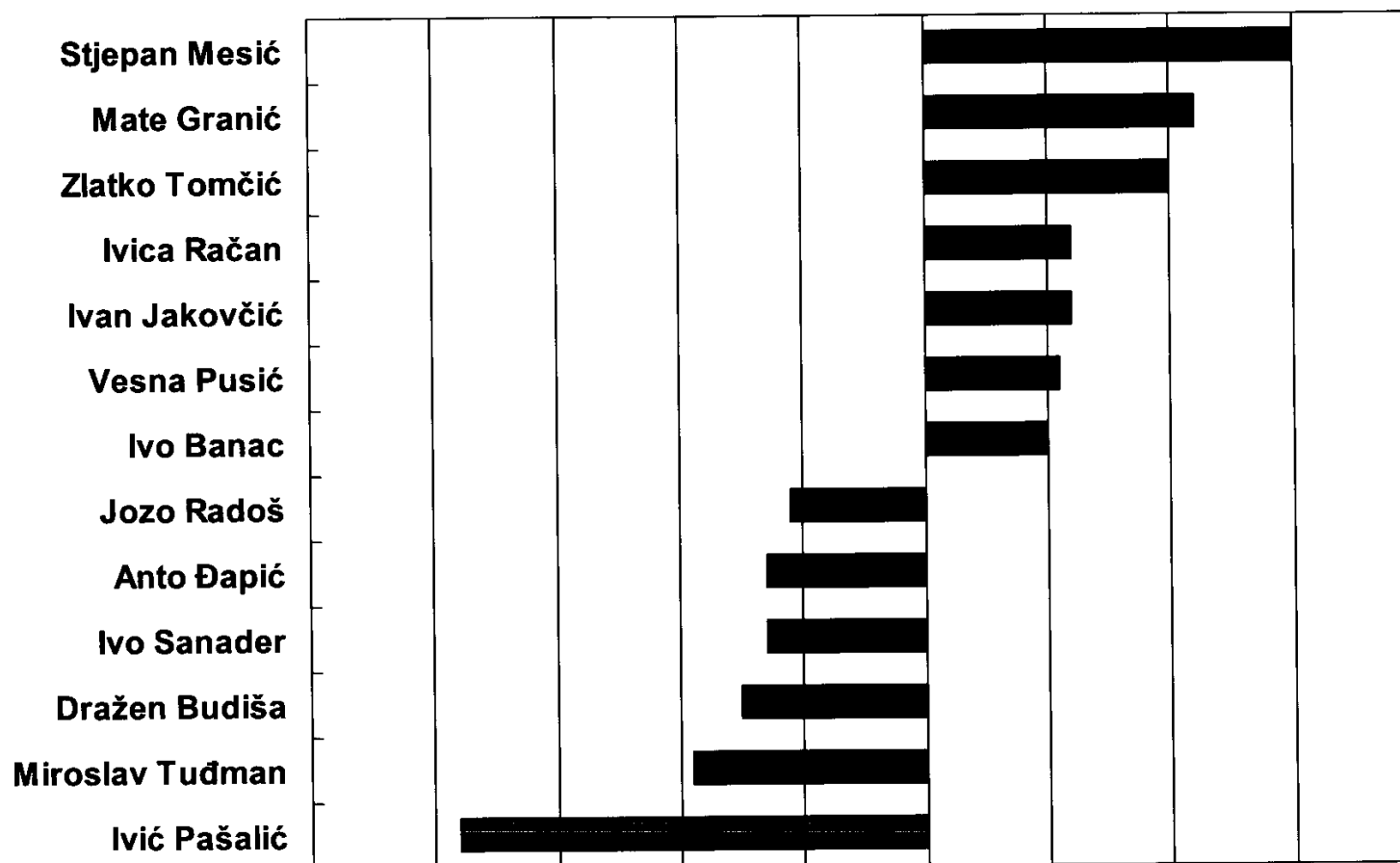
Attributes that respondents link to Libra



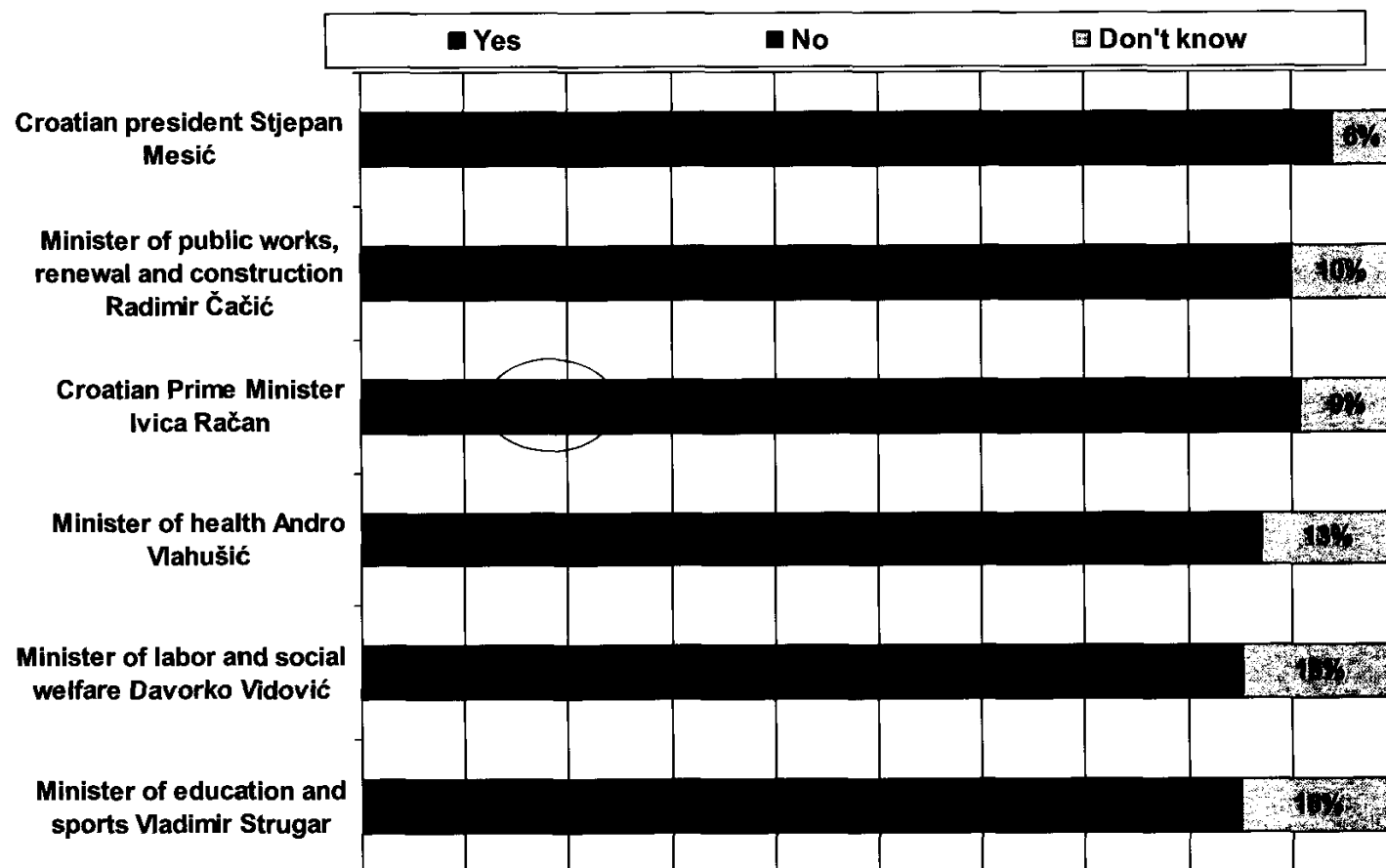
What is your impression about each of these persons?



Ratio between positive and negative impressions



Do certain officials carry out their function well enough to deserve a renewed mandate?



Are citizens afraid of HDZ returning to power?

In case of HDZ regaining power ...

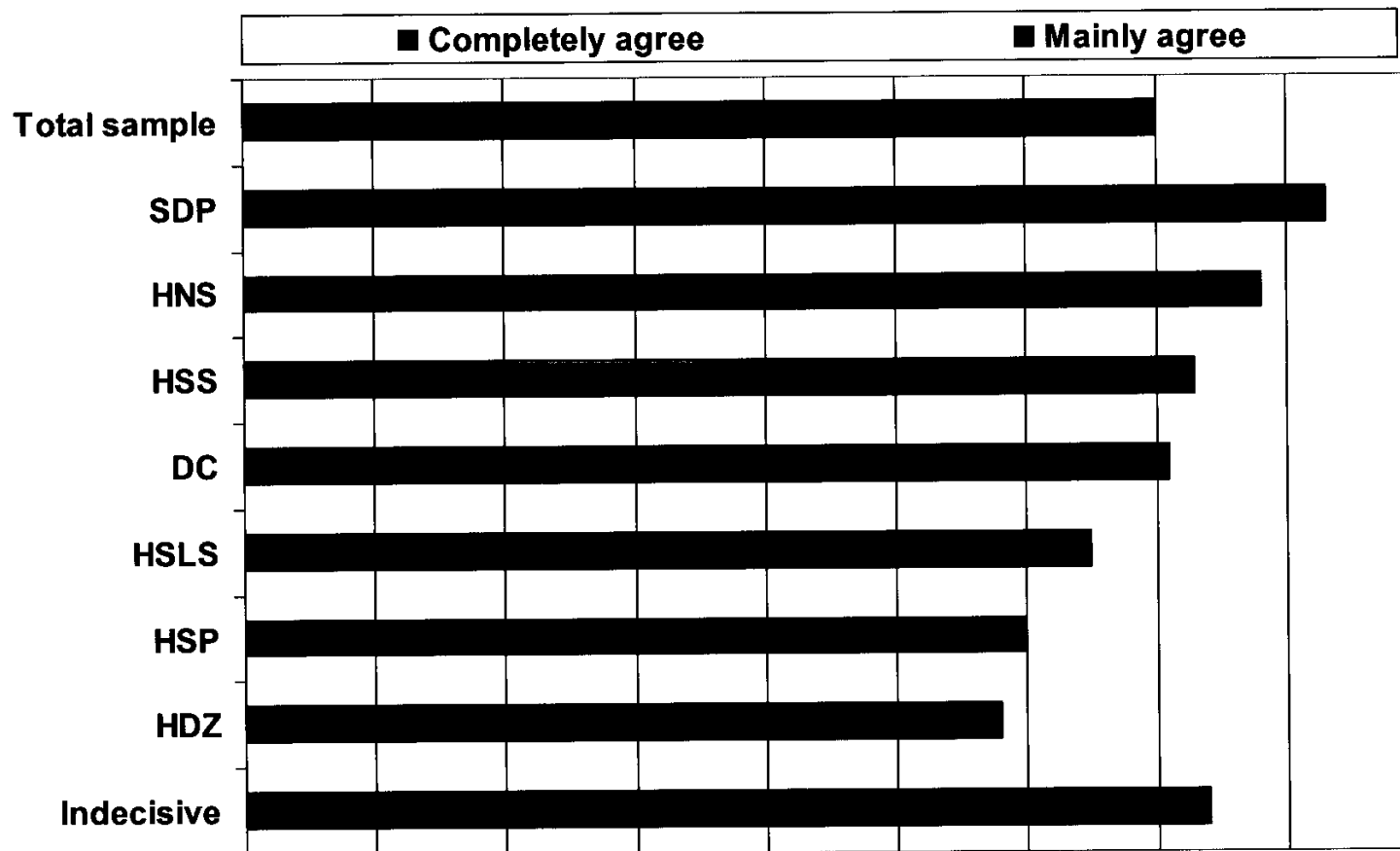


Test of message appeal – Message A

«This coalition must be finally honest to its voters and all citizens of Croatia. The time has come for us to admit that we have not fulfilled public expectations, or our own expectations. Results of our work are much worse than what we all expected in 2000. Citizens do not live better, and some live even worse. General economic situation has improved since 2000, but not to the extent that we desired. The number of the unemployed is extreme. There were numerous useless discussions and misunderstandings. Neither me, nor the citizens, are satisfied with such situation and that needs to be admitted.

However, that we are not satisfied with previous results does not mean that this coalition can not do better, in a new situation with better regulated relations and with people of higher quality..»

Attitude to message A



Test of message appeal – Message B

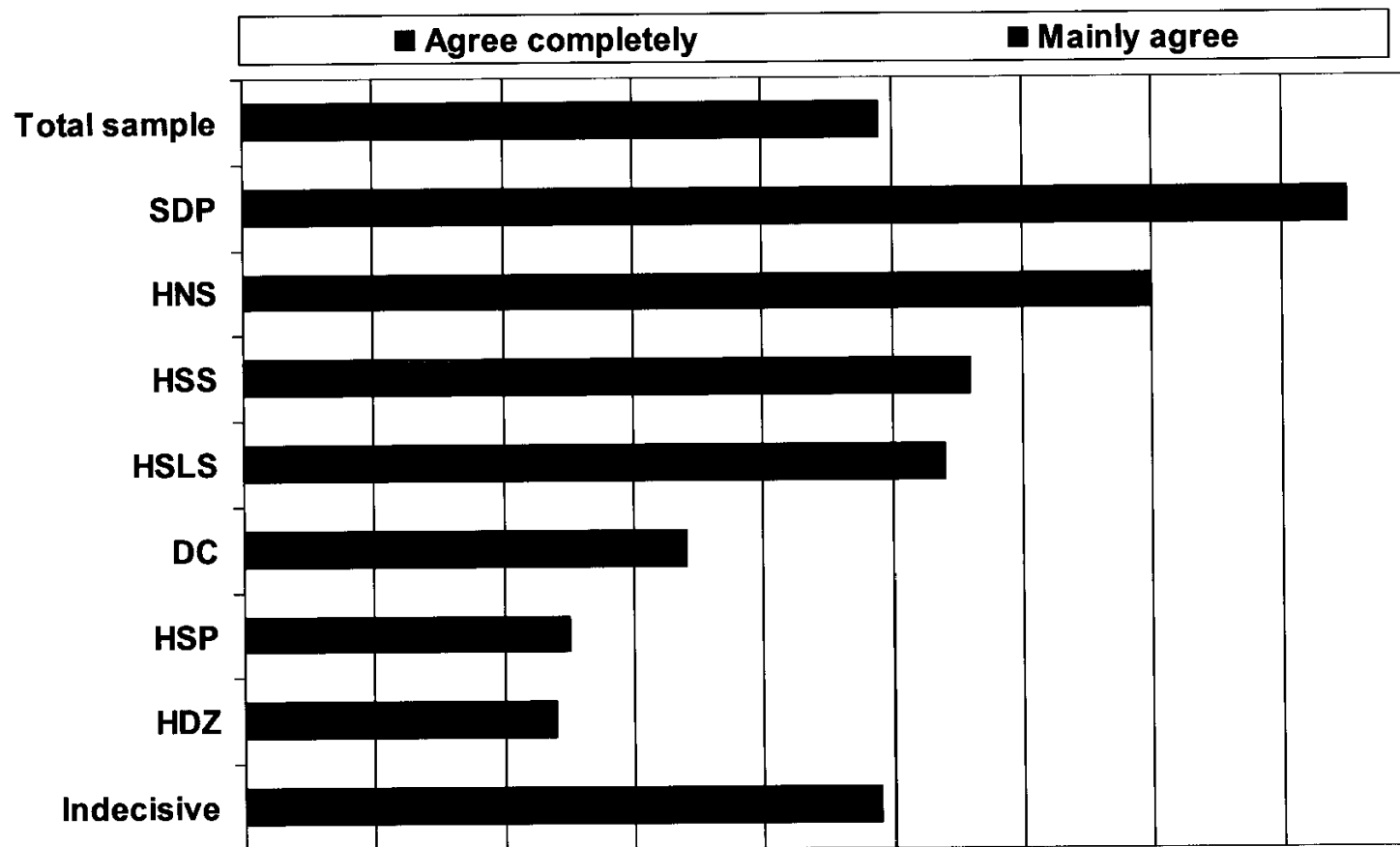
« It should be said that there are some positive results and trends. Last year, results of our work began to be felt. Economic growth reached the excellent 5.2%. For the last year, the number of the unemployed has reported continuous decline. That figure is still large, but things started moving in positive direction!

We have started large infrastructure constructions among which I should emphasize the Zagreb-Split motorway and the housing program. Our relations with neighbors have improved significantly, and we should put a special emphasis on faster rapprochement to the European Union.

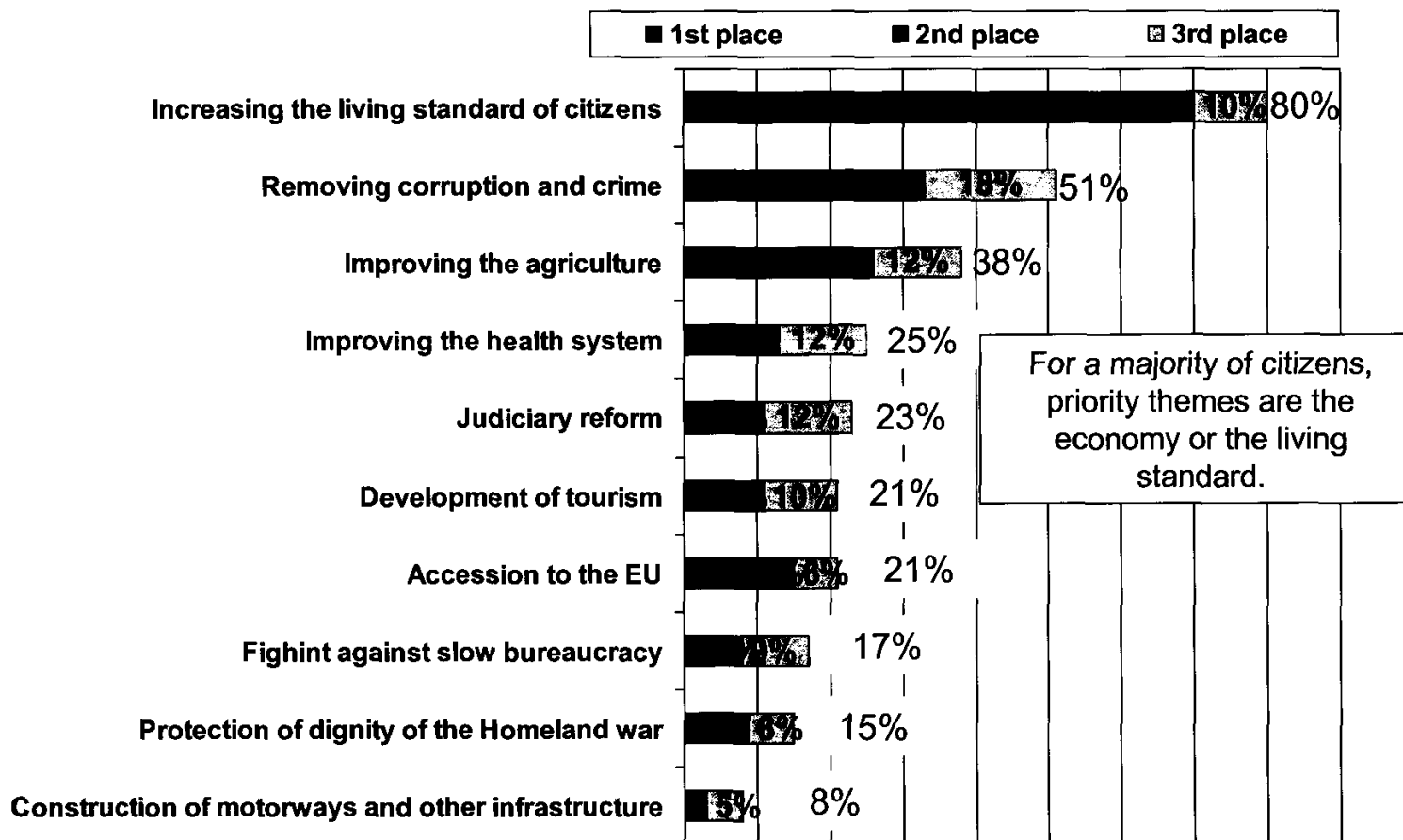
Besides concrete results, there are many things that are not obvious, but bring positive moves. We have instigated numerous reforms which are on a right track and should be finalized.

A conclusion imposes itself about this coalition having turned negative into positive trends and that is why it deserves another chance! »

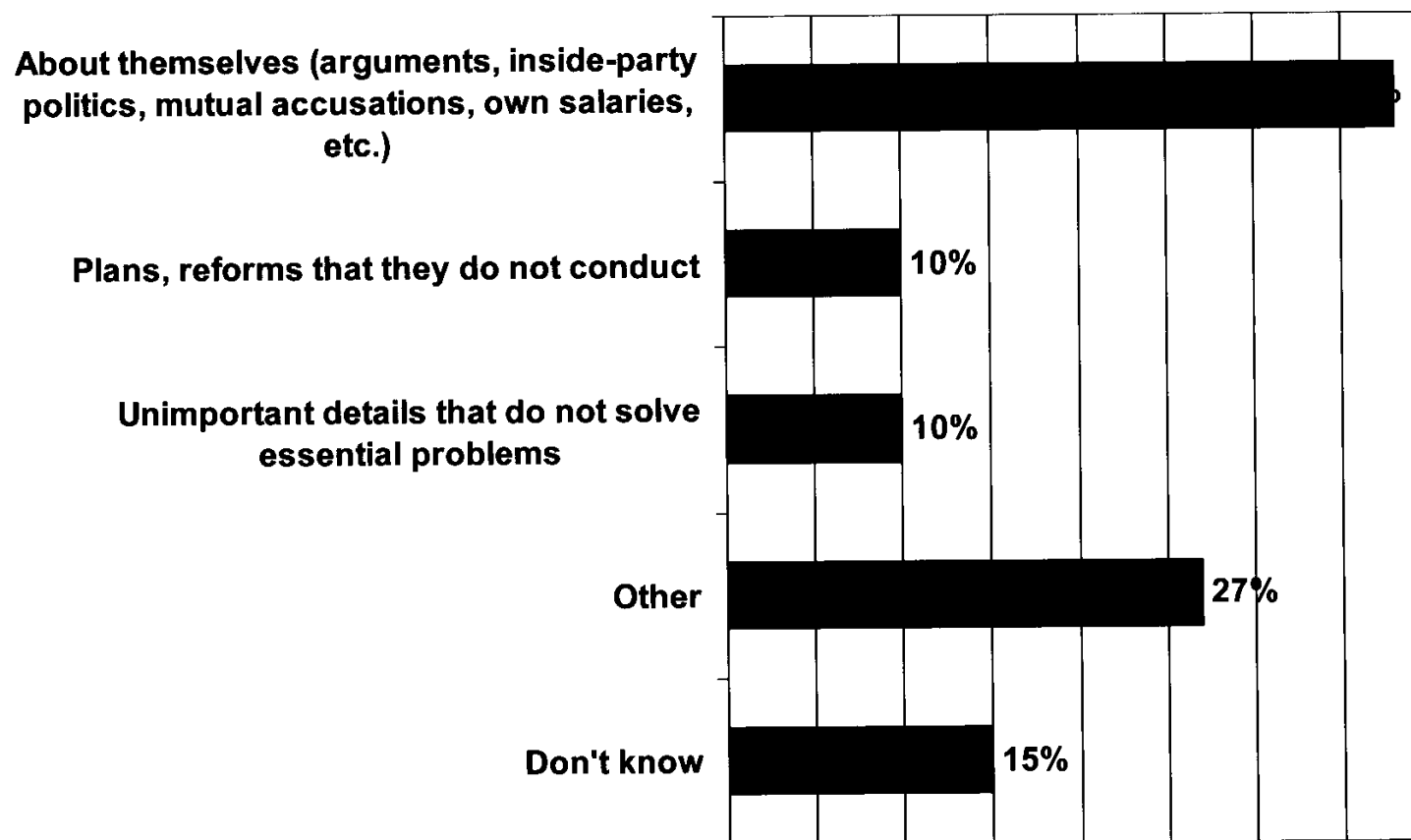
Attitude to statement B



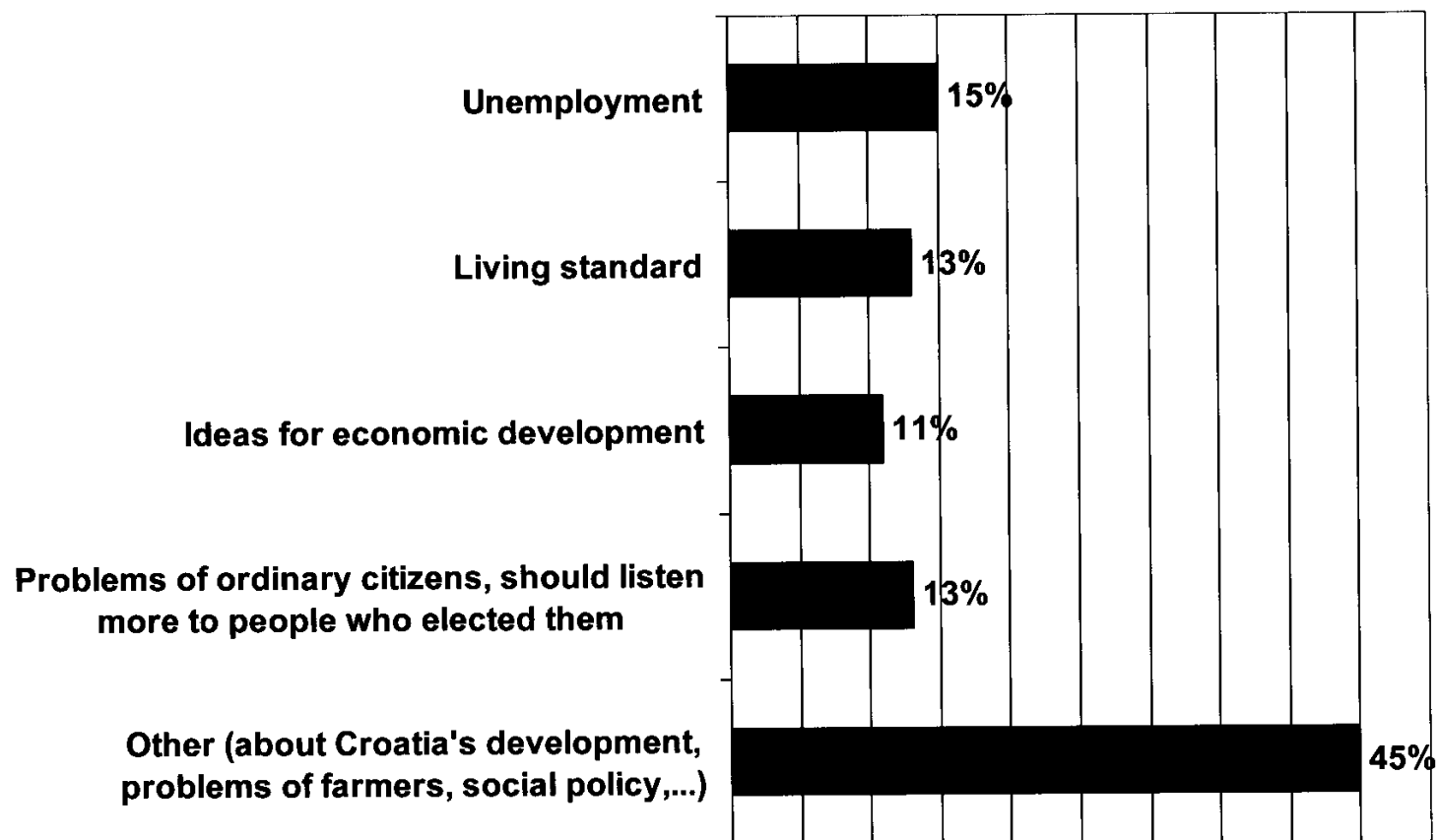
Themes to which the Government should be devoted - ranked by their importance



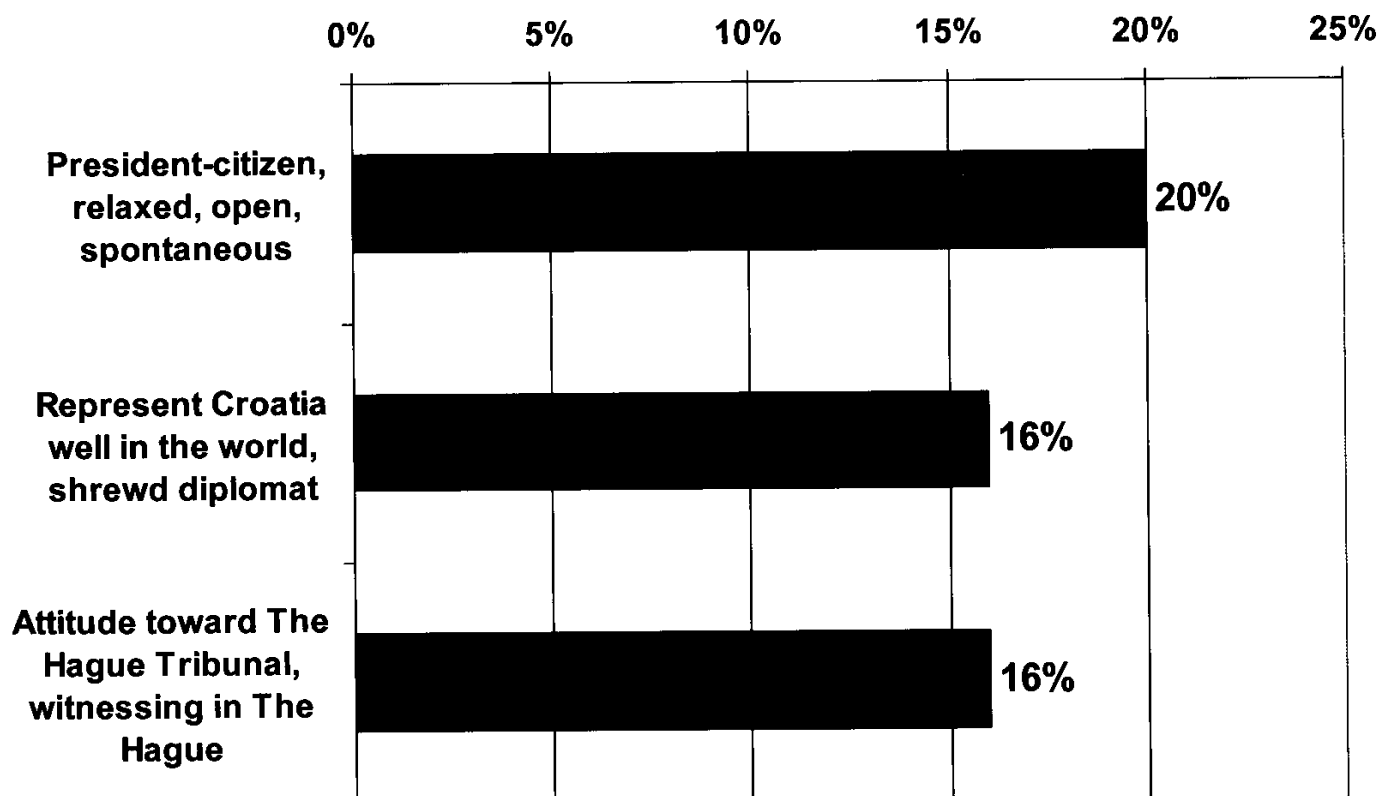
Which subjects do the politicians discuss too much?



Which subjects do the politicians discuss too little?

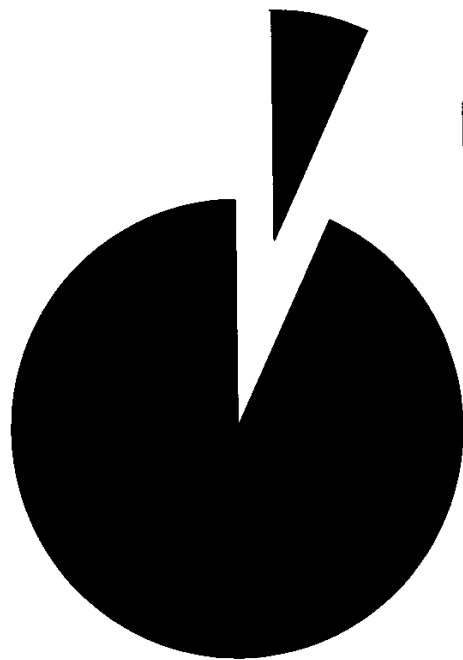


The most positive moves /attributes of President Mesić



HNS Campaign: 'New public administration'

Have you heard of the "New public administration" campaign?

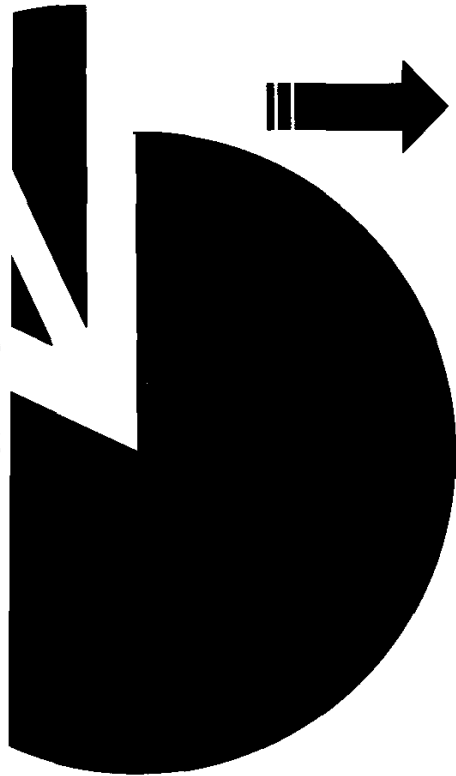


Among the few that heard of the campaign:

66% support it
15% do not support it

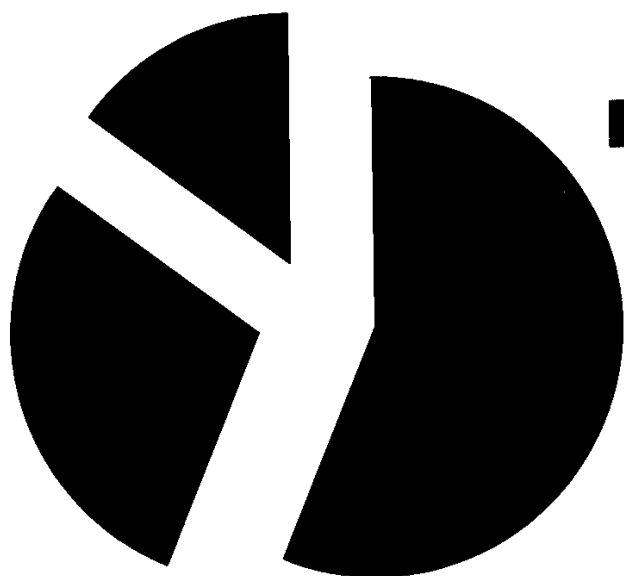
58% do not know who initiated the campaign
21% know that HNS is the initiator

of Croatia's joining the EU



In comparison to the last wave, the support to joining the EU has increased from 74% to 82%

Desirability of Croatia joining the NATO



In comparison with the last wave, the support to Croatia's joining the NATO increased by 7%, but it is still lower than it was in the beginning of 2003.